

1. Record Nr.	UNINA9910265224603321
Autore	Nightingale Virginia
Titolo	The handbook of media audiences [[electronic resource] /] / Virginia Nightingale
Pubbl/distr/stampa	Chichester, West Sussex ; ; Malden, : Wiley-Blackwell, 2011
ISBN	1-4443-4052-2 1-118-51003-8 1-283-40733-7 9786613407337 1-4443-4049-2 1-78268-752-1 1-4443-4050-6
Edizione	[1st ed.]
Descrizione fisica	1 online resource (550 p.)
Collana	Global handbooks in media and communication research
Classificazione	SOC052000
Altri autori (Persone)	NightingaleVirginia
Disciplina	302.23
Soggetti	Mass media and culture Mass media - Audiences Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Intro -- Series page -- Title page -- Copyright -- Notes on Contributors -- Series Editor's Preface -- Acknowledgments -- Introduction -- Part I: Being Audiences -- Part II: Theorizing Audiences -- Part III: Researching Audiences -- Part IV: Doing Audience Research -- Part I Being Audiences -- 1 Readers as Audiences -- Books as Material Objects, Reading as Physical Practice -- Books as Social Objects, Reading as Social Practice -- Institutions Bringing Social and Material Together -- Death and Resurrection -- Readers and Social Honor: A Lesson from Africa -- 2 Listening for Listeners -- Listening -- Sound Archives: What We Know and Understand of "Sounds Past" -- Audio/Spectating: Sportscasting and the Formation of Mass Audiences -- The Sound of Sounds Past: Uses of the "Listening Room" -- Audio/Spectating: Sounding Out Sports Events -- Compiling a Sound Self -- Grounding the Flow-Through Experience: Personal Sound Systems on Public Transport -- The Auditory Epitaph: Music at Modern

Funeral Services -- "Voicing Your/Self": The DIY Audio World of Podcasting -- Conclusion -- 3 Viewing -- Viewing -- Nickelodeon: Unruly Social Space -- Classical Hollywood: The Gaze -- Broadcast Television: The Glance -- "New Media": The User -- The Place of Viewing -- 4 Search and Social Media -- Introduction -- Transforming Search -- Search, Social Media, and Family History Research -- Getting Involved: A Personal Account -- The Email Group -- Search and Discovery in the Email Group -- Attention and Time -- Conclusion -- 5 Spreadable Media -- How Susan Spread -- Going Viral -- Spreadability Made Simple -- Understanding Appraisal -- The Ecology of Media Consumption -- Consumption Politics -- 6 Going Mobile -- Mobile Phone Culture -- Mobile Media Audiences -- Audiences with Mobile Computers: iPhones, Smartphones, and Apps -- Locating the Audience. Mobile Gaming and Locative Media -- Conclusion: Theorizing Mobile Audiences -- Part II Theorizing Audiences -- 7 Audiences and Publics, Media and Public Spheres -- Publics: Some History of the Idea -- Media and Audiences as Public Sphere -- Print as Public Sphere -- Movie Audiences as Crowds -- Broadcasting as Public Sphere -- Television and Mass Society -- New Media Public Spheres -- Conclusion -- 8 The Implied Audience of Communications Policy Making -- Changing Regulatory Regimes and the Implied Audience -- Audiences as Citizens or Consumers? The Communication Rights Debate -- Audiences as Empowered or Vulnerable? The Media Literacy Debate -- Re-imagining the Audience - in Whose Interest? -- Acknowledgments -- 9 New Configurations of the Audience? -- Introduction -- Core Structural Components of Audience Theory -- The Active-Passive Dimension in the Articulation of Audience -- The Micro-Macro Dimension in the Audience Articulation -- UGC and Participatory Media Practices -- Conclusion -- 10 The Necessary Future of the Audience ... and How to Research It -- The "Necessity" of the Audience -- Signposts from Early Audience Research -- Analyzing Media as Practice -- The Varieties of Audience Practice -- Traditional Media -- The Consequences of Media Convergence -- Accessing the Media Manifold -- Wider Contexts and Practices of Engagement -- Dimensions of Audience Practice -- Conclusion -- 11 Reception -- What Is Reception Theory? -- Reception Aesthetics and Literary Theory -- Reception and the Horizon of Experience -- Wolfgang Iser's Analysis of Processes of Reading -- Critique and Application of Reception Aesthetics -- 12 Affect Theory and Audience -- Media as Biomedicine -- Tomkins's Script Theory -- Corporeality and Belief -- Affect Contagion -- Imitation and Suggestion -- Audiences: Crowds, Publics, and Beyond -- Opinion and Conversation -- Conclusion.

Part III Researching Audiences -- 13 Toward a Branded Audience -- Mediatization and Consumer Agency -- The Development of Marketing Knowledge -- Capturing Creativity -- Putting Consumer Agency to Work: The Brand -- Conclusion -- 14 Ratings and Audience Measurement -- The Production of Ratings Data -- Theoretical Critiques -- Ratings Analysis -- Access to Ratings Data -- The Future of Ratings Analysis -- Redefining Ratings Analysis? -- 15 Quantitative Audience Research -- Introduction -- The Twin Pillars -- The Early Years of Quantitative Audience Research -- The Partial Death of the Dominant Paradigm -- A Strange Twist ... -- Conclusion: The Compatibility Thesis -- 16 Media Effects in Context -- Introduction -- Effects Research in Historical Context -- Children and Media Effects -- Conclusion: The Uses of Effects Research -- 17 Cultivation Analysis and Media Violence -- Introduction -- What Is Cultivation Analysis? -- Criticisms of Cultivation Analysis and the Question of Interpretation -- Cultivation, Context, and Interpretation -- Ross Kemp in Afghanistan: A

Case Study -- Audience Reactions -- 18 Creative and Visual Methods in Audience Research -- The Origins of Creative Methods -- Audience Research: Pictures as Prompts -- Audience Research: Editing News Footage -- Audience Research: Making Video -- Audience Research: Young People's Literacies -- Examples from the Broader Sociological Context -- Making Drawings and Diagrams in Sociological Studies -- Making Photographs and Videos in Sociological Studies -- Using Metaphor in Social and Media Research -- Summary -- 19 Locating Media Ethnography -- Ethnographic Roots and Trajectories -- Media Ethnographies and the Field -- Media Ethnographies and the Study of Production -- Ethnographic Identity in Fieldwork -- The Dissolving Field? -- Making Ethnographic Media Ethnography.

Part IV Doing Audience Research -- 20 Children's Media Cultures in Comparative Perspective -- Introduction -- From Protectionism to Empowerment -- Everyday Culture Matters -- Difference and Diversity in Children's Media Cultures -- The Emerging Research Agenda -- Conclusion -- 21 Fan Cultures and Fan Communities -- Introduction -- History -- Convergence and New Media Culture -- Fan Communities: Exemplary or Exceptional Audiences -- Beyond Communities -- 22 Beyond the Presumption of Identity? -- The Export of Meaning -- Essentializing Culture - Essentializing Essentialism -- Domesticating the Global -- Transnational Audiences: Ambivalence and Reflexivity -- The Boundary-Making Role of Media -- New Media and Transnational Audiences: Lifting the Boundaries? -- Methodological and Theoretical Implications for Audience Studies -- Conclusions -- 23 Participatory Vision -- Mediated Relations -- The Allure of the Unspoken -- Seeing Similitude -- Seeing Stories -- Focus, Force, and Feeling -- Viewing from the Inside -- Toward a Participatory Vision -- 24 The Audience Is the Show -- "People Produce Beliefs" -- The Attentive Audience -- Producing Beliefs -- Participation -- Conclusion -- 25 Seeking the Audience for News -- Introduction: News as a Cultural Phenomenon -- News in Everyday Life: The News Habit -- News in Everyday Life: News Talk -- Direct Audience Response to News -- The News Audience in the Digital World -- Conclusion -- 26 Sport and Its Audiences -- Introduction: An Audience for and with Sport -- Audience Formation Pre- and Post Mediatization -- Citizenship and Media Sport Audiences -- Other Media, Other Audiences -- Conclusion: The Sportization of Media and Their Audiences -- Acknowledgments -- Index.

---

### Sommario/riassunto

"This handbook offers a comprehensive overview of the complexity and diversity of audience studies in the advent of digital media. - Recognizes and appreciates valuable traditional approaches and identifies how they can be applied to, and evolve with, the changing media world -Offers diverse perspectives from which being an audience, theorizing audiences, researching audiences, and doing audience research are approached today -Argues that the field works best by identifying particular 'audience problems' and applying the best theories and research methods available to solving them -Includes contributions from some of the most outstanding international scholars in the field"--

---