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Nota di contenuto	; pt. I. Broadcasting institutions and childhood. ; 1. Children and broadcasting in the 1990s. ; 2. The importance of television storytelling. ; 3. Changing childhood. ; 4. 'Dear BBC': Children's relationship with broadcasters -- the consumer child -- ; pt. II. The social functions of broadcasting. ; 5. The Reithian agenda: Setting good examples / Maire Messenger Davies and David Machin. ; 6. Censorship. ; 7. Aspects of identity -- ; pt. III. The art of television. ; 8. Media literacy and the understanding of narrative / Maire Messenger Davies and David Machin. ; 9. Animation. Conclusion: children and television drama -- narrative closure?
Sommario/riassunto	Drawing on the diverse views of over 1,300 children in the UK between the ages of 6 and 12, 'Dear BBC' discusses key controversies in the public sphere about children's relationship with the media, especially television drama. Maire Messenger Davies draws on material gathered from an audience research project commissioned by the BBC, based on

surveys, structured discussions with children and interviews with programme makers and policy makers. The book explores a number of complex and controversial issues. What do children think is the ideal television service for them, and for others? How is media consumption managed and negotiated in the home? How is the relationship between programme makers and audience changing in the light of global broadcasting trends? And perhaps most importantly, how much attention should be paid to children's views about these issues and the future of children's television? This engaging and accessible book will appeal to a broad audience.

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