

1. Record Nr.	UNINA9910450890803321
Autore	Fiske John
Titolo	Reading Television [[electronic resource]]
Pubbl/distr/stampa	Hoboken, : Taylor and Francis, 1978
Edizione	[2nd ed.]
Descrizione fisica	1 online resource (201 p.)
Disciplina	302.2345 791.45/75 791.4575
Soggetti	Books and reading Television broadcasting -- Social aspects Television criticism Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Book Cover; Title; Contents; GENERAL EDITOR'S PREFACE; FOREWORD: 'READING' TELEVISION STUDIES; 'Reading' television; Content analysis; The signs of television; The codes of television; The functions of television; Bardic television; Audiences; The modes of television; Dance; Competition; Television realism; A policeman's lot; CONCLUSION: SOMETHING COMPLETELY DIFFERENT?; REFERENCES; FURTHER READING; INDEX
Sommario/riassunto	Using the tools and techniques in this book, it is possible for everyone who has access to a television set to produce illuminating analyses not only of the programmes themselves, but also of the culture which produces them.