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Nota di contenuto	Cover; Title Page; Copyright Page; Table of Contents; Figures; Acknowledgements; Introduction: Branding the Teleself; 1: Branded: An Essay on the Teleself; 2: Tools for Analysis: Social Psychology as History, the Social Grid, and Kuhn's Influence on Media Effects History; 3: The Passive Self; 4: The Active Self; 5: The Commodified Self; 6: A Turn to the Teleself; 7: Ferment of the Teleself: Releasing the Free Agent; Appendix: Poststructuralism and Critical Theory; References; Index
Sommario/riassunto	An ongoing topic of debate in our times is how exactly the media affects the public. Hakanen analyzes that debate as it has developed in media effects research in order to reveal the changes from a modern to a postmodern self.