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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Studying television -- Television histories -- Television cultures -- Television texts and television narratives -- Television and genre -- Television production -- Postmodern television -- Television realities -- Television representation -- Television you can't see -- Shaping audiences -- Television in everyday life.
Sommario/riassunto	<p><P></P><P>In this comprehensive textbook, now updated for its third edition, Jonathan Bignell provides students with a framework for understanding the key concepts and main approaches to Television Studies, including audience research, television history and broadcasting policy, and the analytical study of individual programmes.</p> <p></P><P></P><P>Features include:</P>a glossary of key termskey terms defined in marginssuggestions for further readingactivities/assignments for use in class<P><P></P><P></P><P></P><P>New and updated case studies fe</p>