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| Autore                  | McQuail Denis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Titolo                  | Audience analysis [[electronic resource] /] / Denis McQuail                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Pubbl/distr/stampa      | Thousand Oaks, Calif. ; ; London, : SAGE, c1997                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
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| Descrizione fisica      | 1 online resource (177 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Disciplina              | 302.23                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| Soggetti                | Mass media - Audiences<br>Audiences<br>Electronic books.                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| Note generali           | Description based upon print version of record.                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Nota di bibliografia    | Includes bibliographical references (p. 151-161) and index.                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Nota di contenuto       | Cover; Contents; Preface; Chapter 1 - A Concept with a History; Chapter 2 - The Audience in Communication Theory and Research; Chapter 3 - Typologies of Audience; Chapter 4 - Questions of Media Reach; Chapter 5 - Principles of Audience Formation and Continuity; Chapter 6 - Audience Practices: Social Uses of the Media; Chapter 7 - Communicator-Audience Relations; Chapter 8 - The Audience in Flux; Chapter 9 - The Future of the Audience Concept; References; Index; About the Author |
| Sommario/riassunto      | In this account Denis McQuail analyzes the concept 'media audience' in terms of its history and its place in present day media theory and research. It summarizes key research findings and assesses the impact of new media developments.                                                                                                                                                                                                                                                         |