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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.