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Nota di contenuto	Cover; Acknowledgements; Contents; Introduction: Science Wars and Cultural Studies; Chapter 1 - Questions of Theory and Method; Chapter 2 - Media Effects; Chapter 3 - Media and Public Opinion; Chapter 4 - Cultivation analysis; Chapter 5 - Cultural Studies and Audience Research; Chapter 6 - Audiences, Media and Consumption; Conclusion: Multiple Realities, Multiple Methods; References; Index
Sommario/riassunto	Understanding Audiences introduces and critically examines the full range of quantative and qualitative methods which can be practically applied to investigating the influence of the media on audiences.