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9: Parasocial Relationships: Current Directions in Theory and Method; PART III: Cultural, Political and Technological Participation; Chapter 10: From Semiotic Resistance to Civic Agency: Viewing Citizenship through the Lens of Reception Research 1973-2010; Chapter 11: For and against Participation: A Hermeneutical Approach to Participation in the Media
Chapter 12: Using the Domestication Approach for the Analysis of Diffusion and Participation Processes of New MediaChapter 13: Creating, Sharing, Interacting: Fandom in the Age of Digital Convergence and Globalized Television; Conclusion: Exciting Moments in Audience Research: Past, Present and Future; Notes on Contributors; Back Cover

Sommario/riassunto

This collection of essays provides an overview of research on the social uses of media. Drawing on long traditions in both cultural studies and the social sciences, it brings together competing research approaches usually discussed separately. The topics include up-to-date research on activity and interactivity, media use as a social and cultural practice, and participation in a cultural, political and technological sense. This book explores three general areas of current scholarly study of the social aspects of media use. First, the introduction of interactive and so-called social media has h
