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Nota di contenuto	Introduction -- audience/society transformations / Nico Carpentier, Kim Schröder and Lawrie Hallett -- Using the media. Cross-media use: Unfolding complexities in contemporary audiencehood / Jakob Bjur, Kim Schröder, Uwe Hasebrink, Ceric Courtois, Hanna Adoni and Hillel Nossek -- New genres: new roles for the audience? An overview of recent research / Ranjana Das, Jelena Kleut and Guran Bolin -- On the role of media in socially demanding situations / Ingrid Paus-Hasebrink, Jasmin Kulterer, David Omahel and Vera Kontrakov -- Unpacking the audience's complex structures (generations, minorities and networks). Generations and media: The social construction of generational identity and differences / Nicoletta Vittadini, Andra Siibak, Irena Carpentier Reifov and Helena Bilandzic -- "Lost in mainstreaming"? Ethnic minority audiences for public and private broadcasting / Marta Cola, Kaarina Nikunen, Alexander Dhoest and Gavan Titley -- Networks of belonging: Interaction, participation and consumption of mediatised content / Paula Cordeiro, Manuel Damsio, Guy Starkey, Ines Botelho, Patricia Dias, Carla Ganito, Catia Ferreira and Sara Henriques -- Participation in and through the media. The democratic (media) revolution: A parallel

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Sommario/riassunto

<P>The concept of the audience is changing. In the twenty-firstcentury there are novel configurations of user practices and technological capabilities that are altering the way we understand and trust media organizations and representations, how we participate in society, and how we construct our social relations. This book embeds these transformations in a societal, cultural, technological, ideological, economic and historical context, avoiding a naive privileging of technology as <I>the </I>main societal driving force, but also avoiding the media-centric reduction of society to t
