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Note generali	"With new introductory essay on Why Fiske Still Matters, by Henry Jenkins, and with a new discussion on the topic of John Fiske and "Television Culture", between Ron Becker, Aniko Bodroghkozy, Steve Classen, Elana Levine, Jason Mittell, Greg Smith and Pamela Wilson."
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Nota di contenuto	BOOK COVER; TITLE; COPYRIGHT; CONTENTS; ACKNOWLEDGEMENTS; WHY FISKE STILL MATTERS; JOHN FISKE AND TELEVISION CULTURE; NOTES ON CONTRIBUTORS; 1 SOME TELEVISION, SOME TOPICS, AND SOME TERMINOLOGY; 2 REALISM; 3 REALISM AND IDEOLOGY; 4 SUBJECTIVITY AND ADDRESS; 5 ACTIVE AUDIENCES; 6 ACTIVATED TEXTS; 7 INTERTEXTUALITY; 8 NARRATIVE; 9 CHARACTER READING; 10 GENDERED TELEVISION: FEMININITY; 11 GENDERED TELEVISION: MASCULINITY; 12 PLEASURE AND PLAY; 13 CARNIVAL AND STYLE; 14 QUIZZICAL PLEASURES; 15 NEWS READINGS, NEWS READERS; 16 CONCLUSION: THE POPULAR ECONOMY; REFERENCES; NAME INDEX; SUBJECT INDEX
Sommario/riassunto	This revised edition of a now classic text includes a new introduction by Henry Jenkins, explaining 'Why Fiske Still Matters' for today's students, followed by a discussion between former Fiske students Ron Becker,

Aniko Bodroghkozy, Steve Classen, Elana Levine, Jason Mittell, Greg Smith and Pam Wilson on 'John Fiske and Television Culture'. Both underline the continuing relevance of this foundational text in the study of contemporary media and popular culture. Television is unique in its ability to produce so much pleasure and so many meanings for such a wide variety of peop
