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Nota di contenuto	A passive audience? Structuralist and effects studies -- The active audience : speaking subjects -- Perceiving is believing : from phenomenology to media user theory -- Meanings are ours : reader response and audience studies -- The projecting audience : from cinema to cellphone -- A phenomenology of phone use : pervasive play and the ludification of culture -- Selling on screen : from media hermeneutics to marketing communication -- Buying brandscapes : a phenomenology of perception and purchase -- Consumer-citizens : crossing cultures in cyberspace -- Media user theory : going beyond accumulation of audiences.
Sommario/riassunto	"In this lively and original book, Tony Wilson captures the many critical claims and contestations that have shaped the field of audience research, bringing the story up to date with a phenomenological analysis of mass and personalised media users across the globe." - Professor Sonia Livingstone, London School of Economics and Political Science "Tony Wilson is one of the pioneers of phenomenological

media analysis. In this book, he develops a distinctive media-user theory, engaging with important issues of philosophy and method." - Professor Shaun Moores, Centre for Research in Media and Cultural Studies, University of Sunderland.
