

1. Record Nr.	UNINA9910969791403321
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Titolo	Understanding audiences : theory and method / / Andy Ruddock
Pubbl/distr/stampa	London ; ; Thousand Oaks [Calif.] , : SAGE, 2001 London ; ; Thousand Oaks [Calif.] : , : SAGE, , 2001
ISBN	9786610369881 9781446239490 1446239497 9780857020178 085702017X 9781280369889 1280369884 9781412933346 141293334X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (201 p.)
Disciplina	302.23
Soggetti	Mass media - Audiences Mass media - Influence
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [182]-197) and index.
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 quantitative and qualitative methods which can be practically applied to investigating the influence of the media on audiences.