

1. Record Nr.	UNINA9910973346603321
Autore	Ang len
Titolo	Desperately seeking the audience // len Ang
Pubbl/distr/stampa	London ; ; New York, : Routledge, 1991
ISBN	9786610478323 041505270x 9781134940417 1134940416 9781134940424 1134940424 9781280478321 1280478322 9780203133347 020313334X
Descrizione fisica	1 online resource (185 pages)
Disciplina	384.55/1
Soggetti	Television viewers - United States Television viewers - Europe
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. [186]-199) and index.
Nota di contenuto	Book Cover; Half-Title; Title; Copyright; Dedication; Contents; Preface and acknowledgements; Introduction; 1 Institutional knowledge: the need to control; 2 Audience-as-market and audience-as-public; 3 Television audience as taxonomic collective; 4 The limits of discursive control; 5 Commercial knowledge: measuring the audience; 6 In search of the audience commodity; 7 Streamlining 'television audience'; 8 The streamlined audience disrupted: impact of the new technologies; 9 The people meter 'solution'; 10 Revolt of the viewer? The elusive audience 11 Normative knowledge: the breakdown of the public service ideal12 Britain: the BBC and the loss of the disciplined audience; 13 Netherlands: VARA and the loss of the natural audience; 14 Repairing the loss: the desire for audience information; Conclusions: Understanding television audiencehood; Notes; Bibliography; Index

Millions of people all over the world are avid members of the television audience. Yet, despite the central place television occupies in contemporary culture, our understanding of its complex and dynamic role in everyday life remains surprisingly limited. Focusing on the television audience, Ien Ang asks why we understand so little about its nature, and argues that our ignorance arises directly out of the biases inherent in prevailing official knowledge about it. She sets out to deconstruct the assumptions of this official knowledge by exploring the territory where it is mainly produced - the
