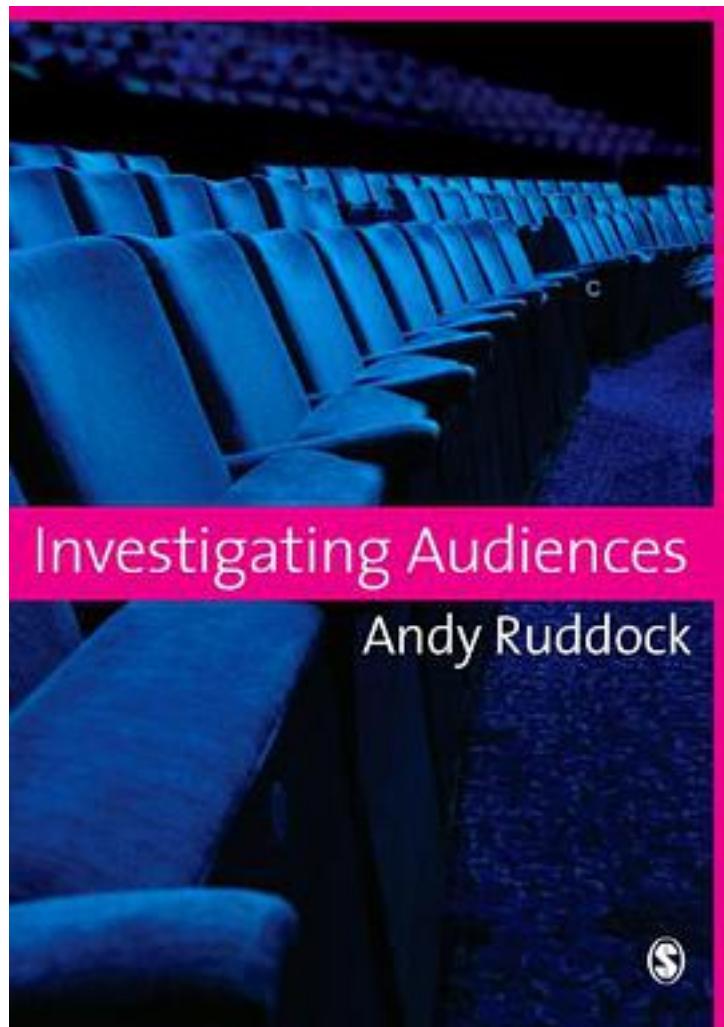


Investigating Audiences



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Picking up on some of the themes developed in his critically acclaimed book

"Understanding Audiences" (SAGE), this new book on audience research focuses on qualitative methods and will draw upon students own media experience. Structured around contemporary topics, including celebrity and reality TV, *Investigating Audiences* is designed with the needs of lecturers and students in mind. The book is divided into chapters that deal with audience research in terms of concepts and topics. Regarding concepts, *Investigating Audiences* is firmly grounded within interpretive approaches to studying viewers, readers, and listeners.

作者介绍:

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