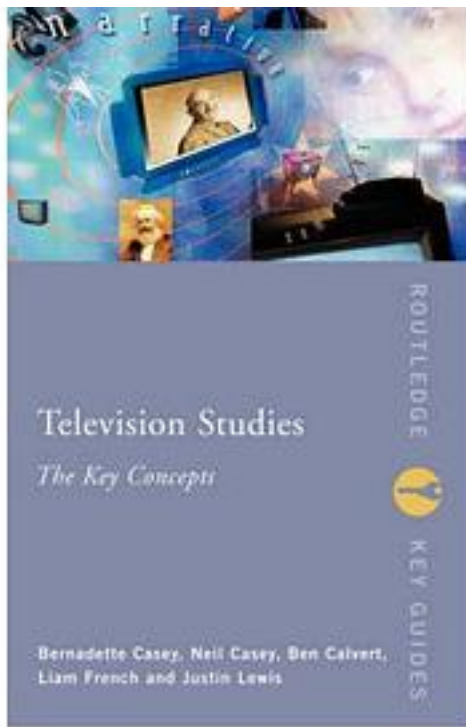


# Television Studies



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"Television Studies: The Key Concepts" is the definitive reference guide to an area of rapidly expanding academic interest. Among those aspects of television studies covered in this comprehensive and up-to-date guide are: theoretical perspectives which have shaped the study of television - Marxism, semiology, and feminism; concepts which have shaped the study of television - narrative, representation, and bias; television genres - soap opera, news, and science fiction; methods used for understanding television - content analysis and audience research; and, relevant

social, economic and political phenomena - ownership and social policy.

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