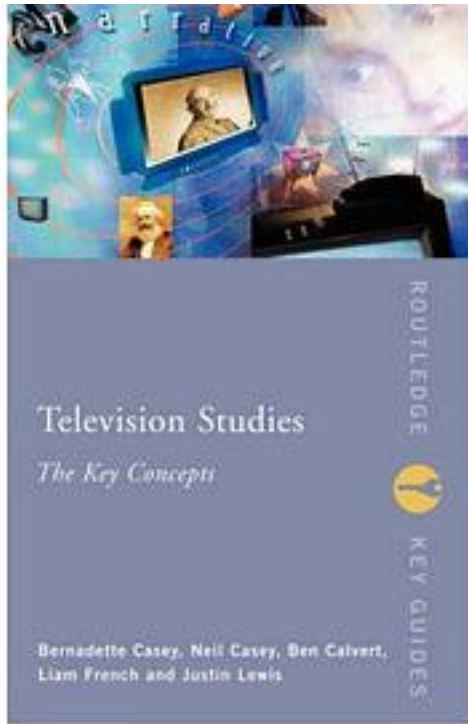


Television Studies



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This work outlines the theories and approaches to the study of television in an accessible form for students. It is divided into four sections - forms of knowledge, audiences, gender and race. It discusses many television texts including "Star Trek", "Kung Fu", "Buffy the Vampire Slayer", "Xena: Warrior Princess", and "Sesame Street". Key figures, debates and institutions include: cultivation analysis; Pierre Bourdieu; the Frankfurt School; Public Service Broadcasting; pharmaceutical advertising; and first peoples television. It is intended as an authoritative guide to the perspectives and

theory available to a central area within media and cultural studies.

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