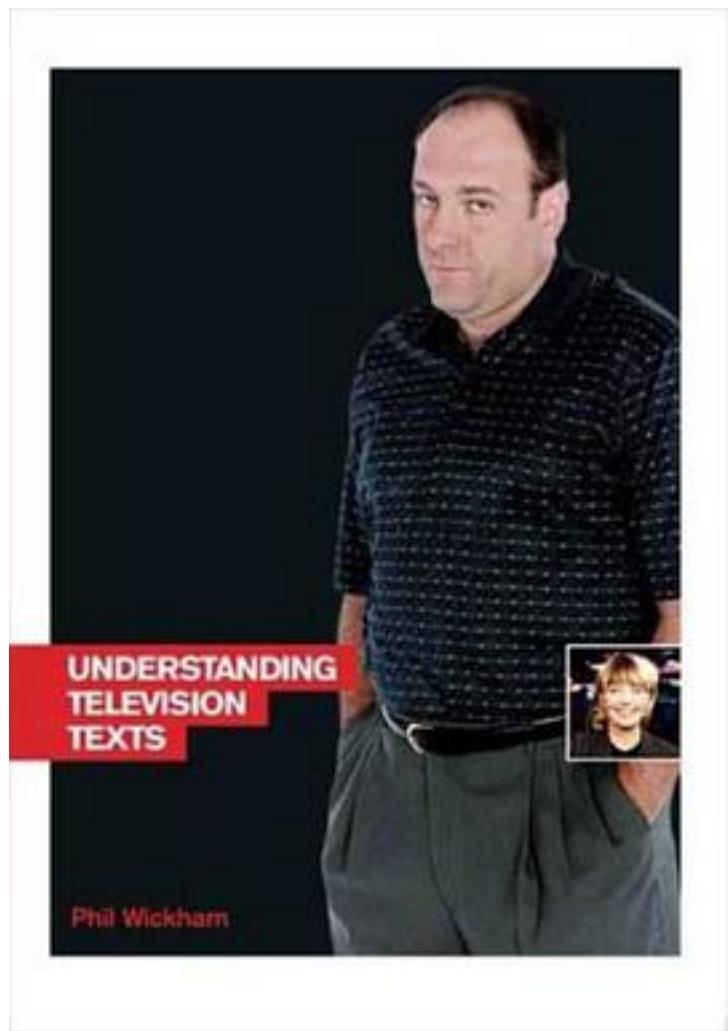


Understanding TV Texts



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"Understanding TV Texts" examines the debates that define television and looks at

how they can be applied to the study of particular programs. For example, how do we respond to what we watch and what affects those responses? In this book, production and consumption contexts are examined, but also the meanings in the texts themselves. How is technology and social change transforming our experience of television? These questions are explored through a range of case studies--both fact and fiction, contemporary and historical, British and American.

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