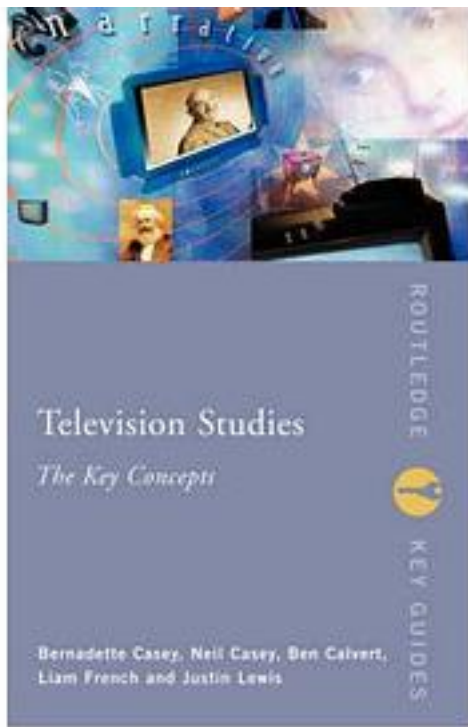


Television Studies



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Television Studies: The Basics is a lively introduction to the study of a powerful medium. It examines the major theories and debates surrounding production and reception over the years and considers both the role and future of television. Topics covered include: broadcasting history and technology institutions and ownership genre and content audiences Complete with global case studies, questions for discussion, and suggestions for further reading, this is an invaluable and engaging resource for those interested in how to study television.

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