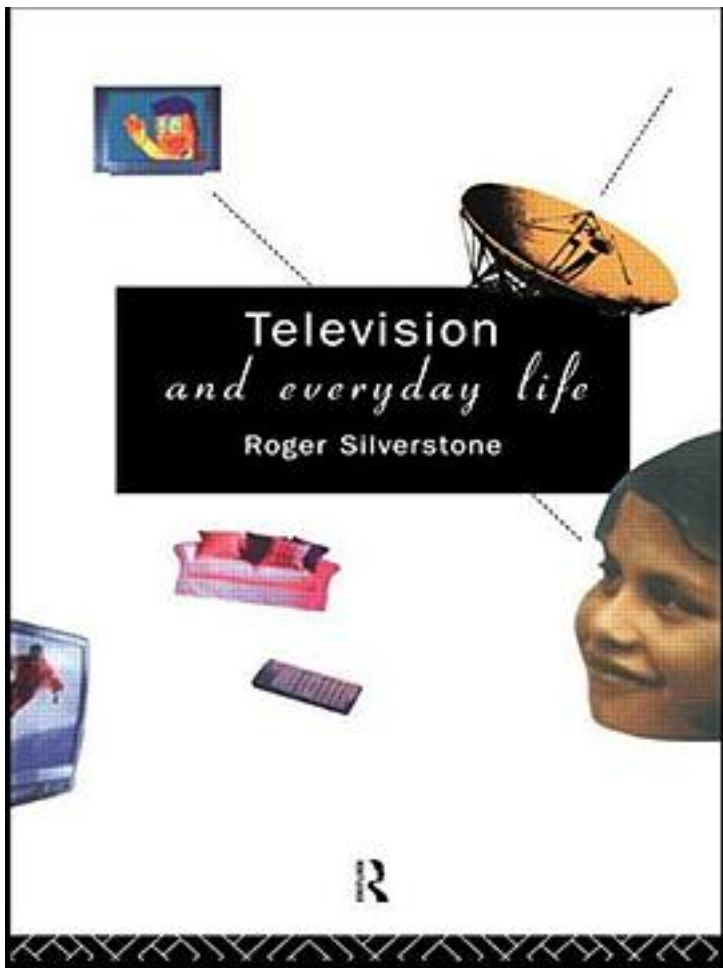


# Television And Everyday Life



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著者:Roger Silverstone

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Television is a central dimension in our everyday lives and yet its meaning and its potency varies according to our individual circumstances, mediated by the social and

cultural worlds which we inhabit. In this fascinating book, Roger Silverstone explores the enigma of television and how it has found its way so profoundly and intimately into the fabric of our everyday lives. His investigation, of great significance to those with a personal or professional interest in media, film and television studies, unravels its emotional and cognitive, spatial, temporal and political significance. Drawing on a wide range of literature, from psychoanalysis to sociology and from geography to cultural studies, Silverstone constructs a theory of the medium which locates it centrally within the multiple realities and discourses of everyday life. Television emerges from these arguments as the fascinating, complex and contradictory medium that it is, but in the process many of the myths that surround it are exploded. This outstanding book presents a radical new approach to the medium of television, one that both challenges received wisdoms and offers a compellingly original view of the place of television in everyday life.

作者介绍:

Roger Silverstone is a Professor of Media Studies at the University of Sussex. He is the author (with Eric Hirsch) of Consuming Technologies.

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标签

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sociology

## 评论

一本很好的文献综述

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从社会学，心理学等其他学科寻找电视domestic的依据。。。

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## 书评

基本是从理论到理论的分析，更为要命的是，作者似乎也没有对自己引用的理论进行消化推导（至少在书中看不出来）。  
一种可行的方式，是采取社会学研究的传统方法，从案例分析到分析结论，不至于落到抽象难读的地步（因为没有细细反复看，不敢说它抽象无物）。

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新的媒介环境正从将传播内容灌输大众的泛播转变为针对受众或个人的需求设计传播内容的窄播。中国电视军事栏目曾经是央视的高收视率栏目，一度如雨后春笋般在全国成长并成为拉动地方台收视率的“名牌栏目”，将展示军队风采、进行全民国防教育深入到社会各个领域。电视军事栏目...

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