



Consuming Television: Television and its Audiences

By Bob Mullan

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Consuming Television is a textbook designed to introduce students to the role of television in contemporary society and to encourage an understanding of what contemporary audiences are all about.

- Written clearly and simply, and devoid of jargon
- Covers both the empirical and theoretical ground in a lively manner
- Unlike most books on the television audience, this volume looks at the programmes themselves, as well as the production process (including policies which affect television production)

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Editorial Review

Review

"An invaluable book; the author knows a very great deal about television in a global sense and writes with a huge amount of infectious enthusiasm." *Ian Mowatt, Glasgow Caledonian University*

From the Back Cover

Consuming Television is a textbook designed to introduce students to the role of television in contemporary society and to encourage an understanding of what contemporary audiences are all about. Although the central focus of the book is on audiences, the coverage is extended to offer a unique examination of the actual programmes themselves. In addition, the production process - including the policies which affect television production - is explored.

Clearly written and supported by unique and interesting data, including the most recent findings about the future prospects of both terrestrial and satellite/ cable broadcasts, cultural studies and the sociology of culture.

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