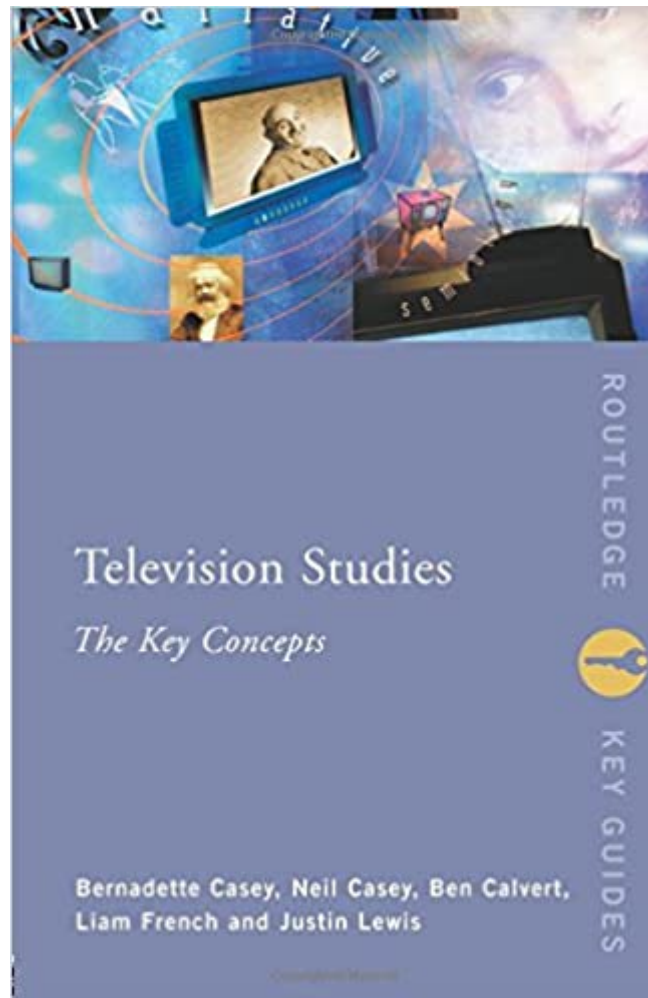




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Synopsis

Television Studies: The Key Concepts is the definitive reference guide to an area of rapidly expanding academic interest. Among those aspects of television studies covered in this comprehensive and up-to-date guide are: theoretical perspectives which have shaped the study of television - Marxism; semiology; feminism concepts which have shaped the study of television - narrative; representation; bias television genres - soap opera; news; science fiction methods used for understanding television - content analysis; audience research relevant social, economic and political phenomena - ownership; social policy.

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Praise for the first edition: 'A user friendly guide to critical issues for television scholars and students alike.' "- Nitin Govil, University of Virginia, USA" 'It is easy to use and gives a good overview of each concept for the uninitiated reader.' "- Jonathon Bignell, University of Reading, UK" 'Quite rapidly one realises that the concepts chosen are not only excellently defined but then discussed and applied. Thus, if bought in Y1 it will serve well.' - "K. J Sheperdson, Canterbury Christchurch University College, UK" --This text refers to the Hardcover edition.

Bernadette Casey, Neil Casey, Ben Calvert and Liam French all teach at the University College of St. Mark and St. John, Plymouth. Justin Lewis teaches at the University of Massachusetts.

I had to buy this for my college class...

This book is a must have for Cultural Studies theorists working in TV. It was a primary source for me in writing my dissertation.

very handy. much of the terms in use - critical theory and technology - are clearly and intensely explained. saves a lot of reference work

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