

Rethinking The Media Audience

Rethinking the Media Audience:

- Offers a thorough survey of reception studies
- Argues for a new agenda for reception research and qualitative analysis
- Exemplifies the implications of this new agenda for empirical research, as well as social and cultural theory
- Includes contributions from Ann Gray, Jokee Hermes, John Tulloch, and David Morley

This book will be essential reading for all students of media and cultural studies. It not only provides a state of the art summary of the field, but also offers a provocative pointer to future directions and trends.

