

Understanding Audiences: Theory and Method

The history of audience research tells us that the relationship between the media and viewers, readers and listeners is complex and requires multiple methods of analysis. In **Understanding Audiences**, Andy Ruddock introduces students to the range of quantitative and qualitative methods and invites his readers to consider the merits of both.

Understanding Audiences: demonstrates how - practically - to investigate media power; places audience research - from early mass communication models to cultural studies approaches - in their historical and epistemological context; explores the relationship between theory and method; concludes with a consideration of the long-running debate on media effects; includes exercises which invite readers to engage with the practical difficulties of conducting social research

