



The Television Studies Book (Hodder Arnold Publication)

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Television studies has come of age along with the rapid expansion in media and communications. The Television Studies Book is a stimulating and challenging collection that analyzes how the study of television has developed and points to new approaches dealing with rapidly changing technologies and formats. Chapters on the history and methods of studying television reflect on such issues as the impact of feminism and the development of ethnographic research while specific case studies on topics as varied as US "people shows," Brazilian telenovelas, and the varied use of video in the home give pointed and vivid accounts of current practices.

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