

Understanding media users : from theory to practice / Tony Wilson

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Abstrak

Understanding media users : from theory to practice focuses on the blurred concept of the “ active audience” at the core of media studies. examines the relationship between media and audiences by one of the world’s leading media scholars provides a history of media effects’ and an overview of the current analytical approaches that constitute media reception theory charts some of the most important interfaces of media reception and interaction, TV, film, the Internet, advertising, journalism, and tourism studies concludes with additional insights into the future of media reception in a global age.