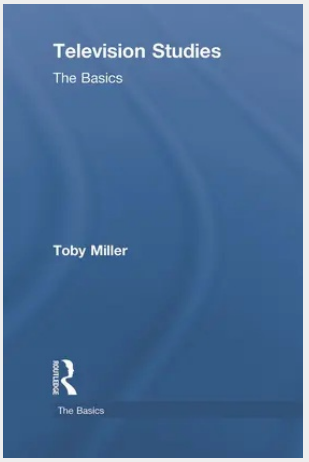
Miller

Television Studies: The Basics

The Basics

Television Studies: The Basics is a lively introduction to the study of a powerful medium. It examines the major theories and debates surrounding production and reception over the years and considers both the role and future of television. Topics covered include: - broadcasting history and technology - institutions and ownership - genre and content - audiences Complete with global case studies, questions for discussion, and suggestions for further reading, this is an invaluable and engaging resource for those interested in how to study television.



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