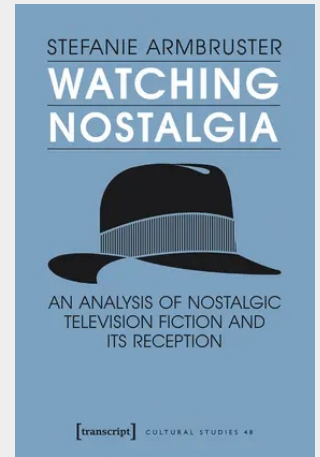


Armbruster

Watching Nostalgia

What is nostalgia in television? How far does a nostalgic text trigger nostalgic emotions? And how are nostalgic series received by different audience groups? Stefanie Armbruster uses an interdisciplinary approach as analytical and theoretical basis. Her detailed analyses identify nostalgia in reruns, remakes and period dramas such as "Knight Rider" or "Mad Men". Focus group discussions with German and Spanish viewers give new insights into its reception. The in-depth study helps to understand the interrelation of nostalgic texts and nostalgic reception better and explores a decisive part of a phenomenon that is omnipresent in our current TV landscape.



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