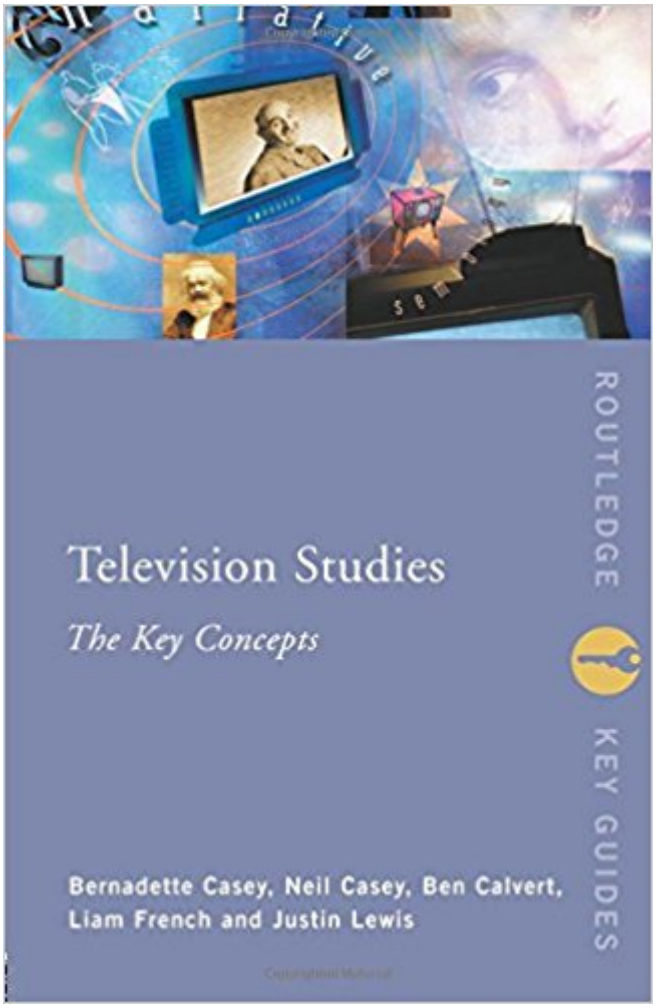
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Television Studies: The Key Concepts is the definitive reference guide to an area of rapidly expanding academic interest. Among those aspects of television studies covered in this comprehensive and up-to-date guide are: theoretical perspectives which have shaped the study of television - Marxism; semiology; feminism concepts which have shaped the study of television - narrative; representation; bias television genres - soap opera; news; science fiction methods used for understanding television - content analysis; audience research relevant social, economic and political phenomena - ownership; social policy.

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Bernadette Casey, Neil Casey, Ben Calvert and Liam French all teach at the University College of St. Mark and St. John, Plymouth. Justin Lewis teaches at the University of Massachusetts.

I had to buy this for my college class...

This book is a must have for Cultural Studies theorists working in TV. It was a primary source for me in writing my dissertation.

very handy. much of the terms in use - critical theory and technology - are clearly and intensely explained. saves a lot of reference work

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