



An Introduction to Television Studies

Jonathan Bignell

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In this comprehensive textbook, newly updated for its second edition, Jonathan Bignell provides students with a framework for understanding the key concepts and main approaches to Television Studies, including audience research, television history and broadcasting policy, and the analytical study of individual programmes.

Features for the second edition include:

- a glossary of key terms
- key terms defined in margins
- suggestions for further reading at the end of each chapter
- activities for use in class or as assignments
- new and updated case studies discussing advertisements such as the Guinness ‘Surfer’ ad, approaches to news reporting, television scheduling, and programmes such as *Big Brother* and *Wife Swap*.

Individual chapters address: studying television, television histories, television cultures, television texts and narratives, television and genre, television production, postmodern television, television realities, television representation, television you can’t see, shaping audiences, television in everyday life.

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