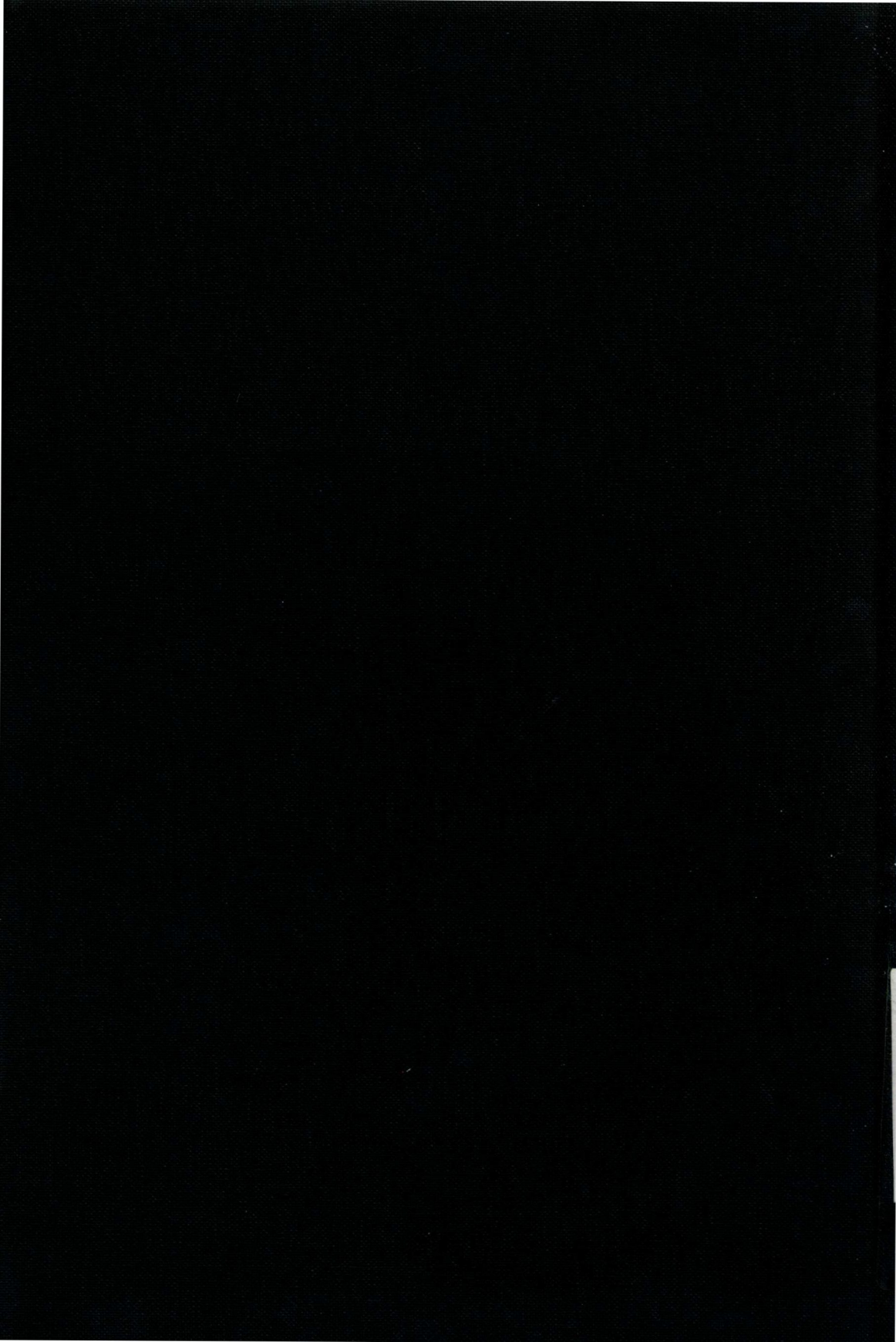


Media Audiences

Volume I

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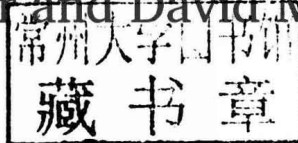
MEDIA AUDIENCES

VOLUME 1

History of Audience Study

Edited by

Barrie Gunter and David Machin



Los Angeles • London • New Delhi • Singapore • Washington DC

Introduction and editorial arrangement © Barrie Gunter and David Machin 2009

First published 2009

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Far East Square
Singapore 048763

British Library Cataloguing in Publication Data

A catalogue record for this book is available from the British Library

ISBN: 978-1-84787-579-2 (set of four volumes)

Library of Congress Control Number: 2008939858

Typeset by Star Compugraphics Private Limited, Delhi
Printed on paper from sustainable resources
Printed in Great Britain by the MPG Books Group, Bodmin and King's Lynn

MEDIA AUDIENCES

Communication is a cornerstone of the social, and the study of communication and media has always moved across academic fields in the social sciences and humanities. Today it is a critical focus of study in cultural studies, business, organizational development, health, philosophy, international policy, literary criticism and psychology. Launched in 2006 with Denis McQuail's definitive four-volume major work *Mass Communication*, **SAGE Benchmarks in Communication** is an exciting new series that will bring together the best of the best from across the disciplines – both classics and material previously difficult to access. With forthcoming sets on political communication and new media, this series will systematically present the key issues one of the most dynamic fields of research in the social sciences, setting out the debates and defining the subfields of research.

Barrie Gunter is Professor of Mass Communications and Head of the Department of Media and Communications at the University of Leicester. His main research interests include media violence, the impact of broadcast news, effects of television on public opinion, the effects of advertising, the use and impact of new interactive media. He has written or co-authored over 40 books and produced more than 200 journal papers and articles, book chapters, and other publications on media, marketing, and psychological topics and also serves on the editorial boards of several leading media and communications journals, including the *Journal of Broadcasting & Electronic Media*, *Journal of Communication*, *Media Psychology*, and *Trends in Communication*.

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