

Preface	xiii
Acknowledgments	xv
Chapter 1: History and Concept of the Audience	1
SECTION 1: AUDIENCES AS OBJECTS	23
Chapter 2: Effects of Media Messages	25
SECTION 2: AUDIENCES AS INSTITUTIONAL CONSTRUCTIONS	53
Chapter 3: Public Opinion and Audience Citizenship	55
Chapter 4: Media Ratings and Target Marketing	77
SECTION 3: AUDIENCES AS ACTIVE USERS OF MEDIA	105
Chapter 5: Uses and Gratifications	107
Chapter 6: Interpreting and Decoding Mass Media Texts	133
Chapter 7: Reception Contexts and Media Rituals	161
SECTION 4: AUDIENCES AS PRODUCERS AND SUBCULTURES	187
Chapter 8: Media Fandom and Audience Subcultures	189
Chapter 9: Online, Interactive Audiences in a Digital Media World	213
Chapter 10: Conclusion: Audience Agency in New Contexts	239
Index	251
About the Author	263