

Brief Contents

Preface	xv
Acknowledgments	xxi
Chapter 1 History and Concept of the Audience	1
SECTION I AUDIENCES AS OBJECTS	27
Chapter 2 Effects of Media Messages	29
SECTION II AUDIENCES AS INSTITUTIONAL CONSTRUCTIONS	65
Chapter 3 Public Opinion and Audience Citizenship	67
Chapter 4 Media Ratings and the Political Economy of Audiences	99
SECTION III AUDIENCES AS ACTIVE USERS OF MEDIA	135
Chapter 5 Uses and Gratifications	137
Chapter 6 Interpreting and Decoding Mass Media Texts	163
Chapter 7 Reception Contexts and Media Rituals	207
SECTION IV AUDIENCES AS PRODUCERS AND SUBCULTURES	235
Chapter 8 Media Fandom and Audience Subcultures	237
Chapter 9 Online, Interactive Audiences in a Digital Media World	265
Chapter 10 Conclusion: Audience Studies in an Era of Datafication	303
Index	323
About the Author	341