



# Watching Television Audiences: Cultural Theories and Methods

John Tulloch

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### **Watching Television Audiences: Cultural Theories and Methods**

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#### Watching Television Audiences: Cultural Theories and Methods John Tulloch

This book is an up-to-date survey of current work on the audiences for different TV genres. It provides students and academics not only with an understanding of audience theories but also of the different methodologies used to research different types of audience.



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