Meanings of Audiences
Comparative Discourses
Edited by Richard Butsch and Sonia Livingstone

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In today’s thoroughly mediated societies, people spend many hours in the role of audiences, while powerful organizations, including governments, corporations and schools, reach people via the media. Consequently, how people think about, and organizations treat, audiences has considerable significance.

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With essays on audiences in ancient Greece, early modern Germany, Soviet and post-Soviet Russia, Zimbabwe, contemporary Egypt, Bengali India, China, Taiwan and immigrant diaspora in Belgium, each chapter examines the ways in which audiences are embedded in discourses of power, representation and regulation in different yet overlapping ways according to specific socio-historical contexts.

Suitable for both undergraduate and postgraduate students, this book is a valuable and original contribution to media and communication studies that will be particularly useful to those studying audiences and international media.

About the Editors

Richard Butsch is Professor of Sociology and Film and Media Studies at Rider University, New Jersey, USA. He is the author of The Making of American Audiences from Stage to Television, 1750 to 1990 and The Citizen Audience: Crowds, Publics, and Individuals, and editor of For Fun and Profit: The Transformation of Leisure into Consumption and Media and Public Spheres.

Sonia Livingstone is Professor at the Department of Media and Communications, London School of Economics, UK. Her research examines children, young people and the internet; media and digital literacies; the mediated public sphere; audience reception and the public understanding of communications regulation. Her sixteen authored or edited books include Making Sense of Television, Audiences and Publics, The Handbook of New Media, Media Consumption and Public Engagement and Media Regulation.

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