

Audience Analysis By Denis Mcquail

With an emphasis on the needs of less developed media markets, this practical & user-friendly handbook examines how radio & television audience research is carried out & used, its purposes & how to interpret its findings. The Handbook provides examples of audience-research questionnaires, up-to-date audience & media data from around the world & training exercises to help the student learn through practice & investigation.

"Every serious student of journalism should read this book... Denis McQuail has succeeded in producing a work of scholarship that shows what journalists do and what they should do." - Stephen Coleman, University of Leeds "For a half century we have spoken earnestly of journalism's responsibility to society instead of to business and government. Now this concept is given sophistication unmatched, by the best scholar of media theory of his generation." - Clifford Christians, University of Illinois "The grand old man of communication theory presents an overarching social theory of journalism that goes beyond the usual Anglo-American focus." - Jo Bardoel, University of Amsterdam (ASCoR) and Nijmegen "This book deals with the eternal question of how journalism is linked to society... I cannot think of a better staple food for students of journalism at all levels." - Kaarle Nordenstreng, University of Tampere This is a major new statement on the role of journalism in democracy from one of media and communication's leading thinkers. Denis McQuail leads the reader through a systematic exploration of how and why journalism and society have become so inextricably entwined and - as importantly - what this relationship should be like. It is a strong re-statement of the fundamental values that journalism aspires to. Written for students, this book: Makes the theory accessible and relevant Teaches the importance of journalism to power and politics Explores the status and future of journalism as a profession Outlines the impact and consequences of the digital Reveals journalism as it is, but also as it should be Takes each chapter further with guided reading list and free online journal articles. This textbook is the perfect answer to the how and why of journalism. It is crucial reading for any student of media studies, communication studies and journalism.

This broad-ranging textbook provides a clear and comprehensive introduction to using communication theory in real-life communication activities. Planned communication, both interpersonal and through the mass media, is a standard facet of modern life. It is as evident in public health campaigns on smoking, drugs or AIDS as in commercial advertising and public relations. This textbook outlines how such communication can be informed by an understanding of the theories of communication that have evolved over the last thirty years. How are ideas diffused through the mass media and other channels of communication? How does the audience read a message? What is known about the impact of different ways of handling a communication ca

This book demonstrates how an understanding of the fundamental principles of communication will help in evaluating the effects, effectiveness, truthfulness, and ethics of every kind of communication from traditional "soapbox speeches" to reading a magazine, talking to a friend, watching court proceedings, or television news. Jodi R. Cohen's informally written, critical guide introduces classical theories of rhetoric at the beginning of each chapter, then expands the discussion with contemporary postmodern theories, and concerns such as aesthetics and cultural bias. There are question-and-answer sections in each chapter as well as many examples.

This book is about technological change within human communication and the media. Not technical, this work is an overview and evaluation of new communication technologies. Roger Fidler demystifies emerging media technologies and provides a structure for understanding their potential influences on the popular forms of mainstream media such as newspapers, magazines, television and radio.

The European media landscape is changing profoundly. In this wide-ranging and timely text, members of the Euromedia Research Group examine the ways in which national and supranational policy is reacting to these changes. The contributors consider: the consequences for broadcasting systems of satellite and cable delivery; the fate of public broadcasting under deregulation; the changes currently affecting print media and newspapers; the impact of media changes for political and social cultural life; and the significance of the Internet, the first true fruit of the telematic revolution in communication. The main themes of media policy analysis today are convergence, concentration and commercialization, and abundance through digitalization. Although media policy has changed drastically in its concerns and forms, the authors here argue that the need for an effective public communication policy in our 'information society' is as pressing now as it ever was.

With more than 300 entries, these two volumes provide a one-stop source for a comprehensive overview of communication theory, offering current descriptions of theories as well as the background issues and concepts that comprise these theories. This is the first resource to summarize, in one place, the diversity of theory in the communication field. Key Themes Applications and Contexts Critical Orientations Cultural Orientations Cybernetic and Systems Orientations Feminist Orientations Group and Organizational Concepts Information, Media, and Communication Technology International and Global Concepts Interpersonal Concepts Non-Western Orientations Paradigms, Traditions, and Schools Philosophical Orientations Psycho-Cognitive Orientations Rhetorical Orientations Semiotic, Linguistic, and Discursive Orientations Social/Interactional Orientations Theory, Metatheory, Methodology, and Inquiry

In this new, fully revised and expanded Fourth Edition, Rice and Atkin provide readers with a comprehensive, up-to-date look into the field of public communication campaigns. The subject of campaigns has become increasingly high profile in the academic world in the decade since the last edition, and hundreds of new studies on campaign theory and practice have been published since 2001. Moreover, the rise of new media has expanded the array of strategies for designing and implementing campaigns. Largely rewritten to reflect the latest theories and research, this text continues in the tradition of ongoing improvement and expansion into new areas, including sun protection, organ donation, human rights, social norms, corporate social responsibility, use of condoms, ocean sustainability, fear messages, and digital games. Classic

chapters are updated, on topics such as campaign history, theoretical foundations, formative evaluation, systems approaches, input-output persuasion matrix, design and evaluation, meta-analysis, and sense-making methodology. The history of audience research tells us that the relationship between the media and viewers, readers and listeners is complex and requires multiple methods of analysis. In *Understanding Audiences*, Andy Ruddock introduces students to the range of quantitative and qualitative methods and invites his readers to consider the merits of both. *Understanding Audiences*: demonstrates how - practically - to investigate media power; places audience research - from early mass communication models to cultural studies approaches - in their historical and epistemological context; explores the relationship between theory and method; concludes with a consideration of the long-running debate on media effects; includes exercises which invite readers to engage with the practical difficulties of conducting social research.

'The book is essentially for a student of mass communication or may be of interest to the communications expert into communications reserach, theory or operations research. The author addresses a specific "audience" and does it to perfection with a simple very readable presentation' - *The Economic Times* Denis McQuail provides a coherent and succinct account of the concept of 'media audience' in terms of its history and its place in present-day media theory and research. McQuail describes and explains the main types of audience and the main traditions and fields of audience research. *Audience Analysis* explains the contrast between social scientific and humanistic approaches and gives due weight to the view 'from the audience' as well as the view 'from the media'. McQuail summarizes key research findings and assesses the impact of new media developments, especially transnationalization and new interactive technology. The book concludes with an evaluation of the continued relevance of the audience concept under conditions of rapid media change. *Audience Analysis* provides both an overview of past research and a guide to current thinking. The action theoretical approach has already proved its value as a framework for communication research, most especially in the study of media audiences and media use. It has deep roots in Weberian sociology, symbolic interactionism and phenomenology and it has been a robust survivor of the various storms that have beset the practice of the social sciences since the collapse of structuralist and social system paradigms. The social action approach privileges the perspective of the acting individual but offers guidelines for connecting the subjective orientation with networks of social interaction and for treating 'behaviour' as a social process. Research within this framework takes account of the wider social context and calls for a careful combination of empirical observation and interpretation, with a corresponding diversity of methodologies. The appeal of the approach stems also from its flexibility, wide range of applications and sensitivity to cultural and social meanings. The contributions assembled in this book, despite their diversity, can all be placed within the framework of social action theory. Some are reports of empirical inquiries, others reflections on theory but each one sheds some light on the significance of media use in everyday experience and contributes to an understanding of communication in society.

'Clearly written, with careful signposting of relevant debates, this reader in the critical tradition is a model of an introductory cultural and media studies text... the writing is accessible, the concepts and arguments are sophisticated, and the tone is one of committed engagement' - *Media International Australia*

This exciting collection of papers represents some of the finest communications research published during the last decade. To mark the 20th anniversary of the *European Journal of Communication*, a leading international journal, the editors have selected 21 papers, all of which make significant and valuable interventions in the field of media and communications. The volume is prefaced with an introduction by the editors and will be a central research text for scholars in this field.

A Companion to Media Studies is a comprehensive collection that brings together new writings by an international team to provide an overview of the theories and methodologies that have produced this most interdisciplinary of fields. Tackles a variety of central concepts and controversies, organized into six areas of study: foundations, production, media content, media audiences, effects, and futures Provides an accessible point of entry into this expansive and interdisciplinary field Includes the writings of renowned media scholars, including McQuail, Schiller, Gallagher, Wartella, and Bryant Now available in paperback for the course market.

A comprehensive lexicon of all aspects of the study of interpersonal, group, mass communication and the world of internet communication.

The *Media Book* provides today's students with a comprehensive foundation for the study of the modern media. It has been systematically compiled to map the field in a way which corresponds to the curricular organization of the field around the globe, providing a complete resource for students in their third year to graduate level courses in the U.S. This book focuses on how the changing technology and economics of the mass media in post-industrial society will influence public communication.

This book by two leading experts takes a fresh look at the nature of television, starting from an audience perspective. It draws on over twenty years of research about the audience in the United States and Britain and about the many ways in which television is funded and organized around the world. The overall picture which emerges is of: a medium which is watched for several hours a day but usually at only a low level of involvement; an audience which views mainly for relaxation but which actively chooses favourite programmes; a flowering of new channels but with no fundamental change in what or how people watch; programmes costing millions to produce but only a few pennies to view; a wide range of programme types apparently similar to the range of print media but with nothing like the same degree of audience 'segmentation'; a global communication medium of dazzling scale, speed, and impact but which is slow at conveying complex information and perhaps less powerful than generally assumed. The book is packed with information and insights yet is highly readable. It is unique in relating so many of the issues raised by television to how we watch it. There is also a highly regarded appendix on advertising, as well as technical notes, a glossary, and references for further

reading.

This is an entirely new edition of the author's 1984 study (originally published by South End Press) of radical media and movements. The first and second sections are original to this new edition. The first section explores social and cultural theory in order to argue that radical media should be a central part of our understanding of media in history. The second section weaves an historical and international tapestry of radical media to illustrate their centrality and diversity, from dance and graffiti to video and the internet and from satirical prints and street theatre to culture-jamming, subversive song, performance art and underground radio. The section also includes consideration of ultra-rightist media as a key contrast case. The book's third section provides detailed case studies of the anti-fascist media explosion of 1974-75 in Portugal, Italy's long-running radical media, radio and access video in the USA, and illegal media in the dissolution of the former Soviet bloc dictatorships.

McQuail's Reader in Mass Communication Theory provides an invaluable resource of key statements drawn from communication studies, media sociology and cultural studies, and includes an overview essay and section introductions which place the readings in their theoretical and methodological context. Designed as a companion to McQuail's Mass Communication Theory, it can also function independently of that text. Divided into ten parts: Approaches and Conceptual Issues; Mass Media and Society; From Old to New Media; Normative Theory; Global Mass Communication; Media Organization and Production; Media Content; The Media Audience; and Mass Media and Effects, this collection represents an essential sourcebook for all students of media and mass communication. McQuail's Reader in Mass Communication Theory includes key statements from; Pertti Alasuutari Len Ang Jan L. Bordewijk Jay G. Blumler Roland Barthes Oliver Boyd-Barrett Muriel G. Cantor James Carey Peter Dahlgren Daniel Dayan Everette E. Dennis Todd Gitlin Alvin W. Gouldner Robert M. Entman Celia von Feilitzen Marjorie Ferguson Edward S. Herman Terhi Rantanen Stuart Hall Joli Jenson Elihu Katz Judith Lichtenberg John H. McManus Joshua Meyrowitz C. Wright Mills Merrill Morris John C. Nerone W. R. Neumann Janice Radway Ronald E. Rice Karl Erik Rosengren James Slevin Pamela J. Shoemaker John Tomlinson Gaye Tuchman Ellen Wartella Judith Williamson Dolf Zillmann Liesbet van Zoonen

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European Journal of Communication

This book moves beyond the narrow focus of much of the work on media and cultural studies to examine the whole process of interaction between the media and the social world. Rejecting approaches which focus only on ownership or discourse or audience reception, this new book from the Glasgow Media Group, examines: promotional strategies; media production; representation and audience responses; as well as broader impacts on policy, culture and society. Using a detailed analysis of the struggle over representation during the AIDS crisis as point of departure, *The Circuit of Mass Communication* reveals the power of the media to influence public opinion, and the complex interaction between media coverage, audience response and contemporary power relations. Based on extensive empirical research, this book offers a range of challenging insights on media power, active audiences and moral panics.

Denis McQuail's major work in Mass Communication is another essential part of the SAGE Benchmark series. Drawing on both classic and contemporaneous sources, McQuail guides us through the central defining papers that anchor this field. Taken together, the four volumes provide access to the key debates within the field and all the main lines of research that have emerged.

Social Inequalities, Media, and Communication: Theory and Roots provides a global analysis of the intersection of social inequalities, media, and communication. This book contains chapter contributions written by scholars from around the world who engage in country- and region-specific case studies of social inequalities in media and communication. The volume is a theoretical exploration of the classical, structuralist, culturalist, postmodernist, and postcolonial theoretical approaches to inequality and how these theoretical discourses provide critical understanding of social inequalities in relation to narratives shaped by media and communication experiences. The contributors provide class and gender analyses of media and culture, engage theoretical discourses of inequalities and capitalism in relation to communication technologies, and explore the cyclical relationship of theory and praxis in studying inequalities, media, and communication.

Pertti Alasuutari provides a state-of-the-art summary of the field of audience research. With contributions from Ann Gray, Joke Hermes, John Tulloch and David Morley, a case is presented for a new agenda to account for the role of the media in everyday life.

How do media find an audience when there is an endless supply of content but a limited supply of public attention? Feature films, television shows, homemade videos, tweets, blogs, and breaking news: digital media offer an always-accessible, apparently inexhaustible supply of entertainment and information. Although choices seems endless, public attention is not. How do digital media find the audiences they need in an era of infinite choice? In *The Marketplace of Attention*, James Webster explains how audiences take shape in the digital age. Webster describes the factors that create audiences, including the preferences and habits of media users, the role of social networks, the resources and strategies of media providers, and the growing impact of media measures—from ratings to user recommendations. He incorporates these factors into one comprehensive framework: the marketplace of attention. In doing so, he shows that the marketplace works in ways that belie our greatest hopes and fears about digital media. Some observers claim that digital media empower a new participatory culture; others fear that digital media encourage users to retreat to isolated enclaves. Webster shows that public attention is at once diverse and concentrated—that users move across a variety of outlets, producing high levels of audience overlap. So although audiences are fragmented in ways that would astonish midcentury broadcasting executives, Webster argues that this doesn't signal polarization. He questions whether our preferences are immune from media influence, and he describes how our encounters with media might change our tastes. In the digital era's marketplace of attention, Webster claims, we typically encounter ideas that cut across our predispositions. In the process, we will remake the marketplace of ideas and reshape the twenty-first century public sphere.

In the early 20th century, a new and distinctive concept of the audience rose to prominence. The audience was seen as a mass -- a large collection of people mostly unknown to one another -- that was unified through exposure to media. This construct offered a pragmatic way to map audiences that was relevant to industry, government, and social theorists. In a relatively short period of time, it became the dominant model for studying the audience. Today, it is so pervasive that most people simply take it for granted. Recently, media scholars have reopened inquiry into the meaning of "audience." They question the utility of the mass audience concept, characterizing it as insensitive to differences among audience members inescapably bound up with discredited notions of mass society, or serving only a narrow set of industrial interests. The authors of this volume find that these assertions are often false and unwarranted either by the historical record or by contemporary industry practice. Instead, they argue for a rediscovery of the dominant model by summarizing and critiquing the very considerable body of literature on audience behavior, and by demonstrating different ways of analyzing mass audiences. Further, they provide a framework for understanding the future of the audience in the new media environment, and suggest how the concept of mass audience can illuminate research on media effects, cultural studies, and media policy.

The Third Edition of *Women in Mass Communication* provides a new generation of students with an insightful examination of women in the journalism and mass communication professions. In this seminal volume, editors Pamela Creedon and Judith Cramer offer ideas and directions for improving the status of women—and men—working in the field.

The fully revised edition of this successful textbook has been comprehensively rewritten to take account of recent theory and research and to improve the accessibility of the text. The book provides a nontechnical introduction to the range of approaches to understanding mass communication. It offers an integrated treatment of the major components of mass communication - the sender, the message and the audience - and encompasses the various forms of mass communication in contemporary societies including television, radio, newspapers, film, music and new communication technologies. Throughout, Denis McQuail shows how theories of mass communication relate to the understanding of society as a whole.

Covering 23 countries, this volume highlights and explains key issues of debate and current tendencies in media policy and provides basic statistics relating to each case study. The chapters are written by an expert from the country concerned.

This major text by the author of *Mass Communication Theory* offers a comprehensive analysis of the growing field of assessment and evaluation of the performance of mass media. Across different societies, with varying media systems, there is evidence of increasing concern with the nature and quality of media output as well as about the independence and diversity of media systems. In this broad-ranging overview, Denis McQuail outlines the varying means of media performance assessment which have been attempted. He analyzes the central questions of what the 'public interest' means in this context, which criteria are relevant for assessing media performance, how such values are established and how they can be reconciled with the economic,

How are the perceptions of the majority culture, the 'preferred readings', reflected in television news? How do they reinforce stereotyped attitudes on race? This interpretive analysis presents evidence of racism, including under-representation, within news texts. The author examines the values, traditions and practices of news production that, often unconsciously, serve to maintain the alienation of racial groups in society. While the focus is on local television news in the United States, *Race, Myth and the News* has a broad relevance to studies of culture and race.

This fully revised and updated edition provides a comprehensive, non-technical introduction to the range of approaches to understanding mass communication.

Presents the main existing models of the mass communications process which have been developed during the last thirty years, providing brief descriptions of the most significant concepts and ideas in the study of mass communication, using graphic and verbal models.

Grounded in theoretical principle, *Media Effects and Society* help students make the connection between mass media and the impact it has on society as a whole. The text also explores how the relationship individuals have with media is created, therefore helping them alleviate its harmful effects and enhance the positive ones. The range of media effects addressed herein includes news diffusion, learning from the mass media, socialization of children and adolescents, influences on public opinion and voting, and violent and sexually explicit media content. The text examines relevant research done in these areas and discusses it in a thorough and accessible manner. It also presents a variety of theoretical approaches to understanding media effects, including psychological and content-based theories. In addition, it demonstrates how theories can guide future research into the effects of newer mass communication technologies. The second edition includes a new chapter on effects of entertainment, as well as text boxes with examples for each chapter, discussion of new technology effects integrated throughout the chapters, expanded pedagogy, and updates to the theory and research in the text. These features enhance the already in-depth analysis *Media Effects and Society* provides.

Audience Analysis SAGE

The SAGE Handbook of Media Studies examines the theories, practices, and future of this fast-growing field. Editor John Downing and associate editors Denis McQuail, Philip Schlesinger, and Ellen Wartella have brought together a team of international contributors to provide a varied critical analysis of this intensely interesting field of study. The Handbook offers a comprehensive review within five interconnected areas: humanistic and social scientific approaches; global and comparative perspectives; the relation of media to economy and power; media users; and elements in the media mosaic ranging from popular music to digital technologies, from media ethics to advertising, and from Hollywood and Bollywood to alternative media.

"Denis McQuail's *Mass Communication Theory* is not just a seminal text in the study of media and society - it is a benchmark for understanding and appreciating the long and winding road people and their media have taken to get us here." - Mark Deuze, Indiana University and Leiden University "This is a unique work tested by time and generations of students around the world - North, South, East and West." - Kaarle Nordenstreng, University of Tampere "McQuail's *Mass Communication Theory* continues to be the clearest and best introduction to this sprawling field." - Anders Hansen, University of Leicester With over 125,000 copies sold, *Mass Communication Theory* has been the benchmark for studying media and communication for more than 25 years. It remains the most authoritative and comprehensive introduction to the field and offers unmatched coverage of the research literature. It covers everything a student needs to know of the diverse forms of mass communication today, including television, radio, newspapers, film, music, the internet and other forms of new media. Denis McQuail shows that more than ever, theories of mass communication matter for the broader understanding of society and culture. Unmatched in coverage and used across the globe, this book includes: Explorations of new media, globalization, work, economy, governance, policy, media audiences and effects New boxed case studies on key research publications, to familiarize students with the critical research texts in the field Definitions, examples, and illustrations throughout to bring abstract concepts to life. *Mass Communication Theory* is the indispensable resource no student of media and communication studies can afford to be without.

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