

Contents

<i>Acknowledgements</i>	vii
<i>Introduction: media audiences, postmodernity and cultural contradiction</i>	1
Part I Rethinking audiences	
1 THE BATTLE BETWEEN TELEVISION AND ITS AUDIENCES	19
2 ON THE POLITICS OF EMPIRICAL AUDIENCE RESEARCH	35
3 NEW TECHNOLOGIES, AUDIENCE MEASUREMENT AND THE TACTICS OF TELEVISION CONSUMPTION	53
4 ETHNOGRAPHY AND RADICAL CONTEXTUALISM IN AUDIENCE STUDIES	66
Part II Gendered audiences	
5 MELODRAMATIC IDENTIFICATIONS: TELEVISION FICTION AND WOMEN'S FANTASY	85
6 FEMINIST DESIRE AND FEMALE PLEASURE: ON JANICE RADWAY'S <i>READING THE ROMANCE</i>	98
7 GENDER AND/IN MEDIA CONSUMPTION <i>(with Joke Hermes)</i>	109
Part III Audiences and global culture	
8 CULTURAL STUDIES, MEDIA RECEPTION AND THE TRANSNATIONAL MEDIA SYSTEM	133
9 GLOBAL MEDIA/LOCAL MEANING	150

CONTENTS

10	IN THE REALM OF UNCERTAINTY: THE GLOBAL VILLAGE AND CAPITALIST POSTMODERNITY	162
	<i>Notes</i>	181
	<i>References</i>	189
	<i>Index</i>	202