Contents

Acknowledgements		vi
Part 1:	THE AUDIENCE AND THE MEDIA	1
1	Identity: the media and our understanding of ourselves	3
2	Influence: the media's power – and our own	31
3	Distinctions: social difference, lifestyle and taste	60
Part 2:	PERSPECTIVES ON MEDIA TEXTS	97
4	Semiotics: signs, codes and cultures	99
5	Hermeneutics: interpretation and understanding	128
6	Rhetoric: language, situation, purpose	154
7	Narratology: the forms and functions of stories	191
Part 3:	PRODUCTION: CONTEXTS AND CONDITIONS	225
8	Public sphere and democracy: ideals and realities	227
9	Broadcasting: technology, society and policy	260
10	Production: creativity, contexts and power	287
Bibliography		311
Index		323