



An Introduction to Television Studies

Jonathan Bignell

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In this comprehensive textbook, now updated for its third edition, Jonathan Bignell provides students with a framework for understanding the key concepts and main approaches to Television Studies, including audience research, television history and broadcasting policy, and the analytical study of individual programmes.

Features include:

- a glossary of key terms
- key terms defined in margins
- suggestions for further reading
- activities/assignments for use in class

New and updated case studies feature:

- 'Every Home Needs a Harvey' ad
- approaches to news reporting
- television scheduling
- *CSI Crime Scene Investigation*
- animated cartoon series

Individual chapters address: studying television, television histories, television cultures, television texts and narratives, television genres and formats, television production, television and quality, television realities, television you can't see, television audiences, beyond television.

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