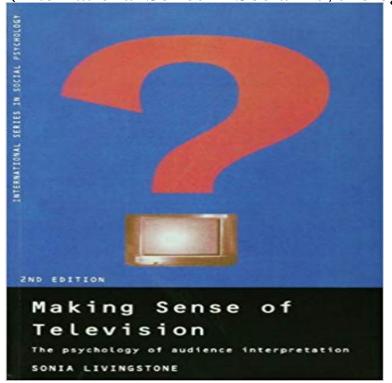
Making Sense of Television: The Psychology of Audience Interpretation (International Series in Social Psychology)



Taking the soap opera as a case study, this book explores the parasocial interaction engage in with television programmes. It looks at the nature of the active viewer and the role of the text in social psychology. It also investigates the existing theoretical models offered by social psychology and other discourses. This second edition takes into recent research work account and theoretical developments in fields such as narrative psychology, social representation and ethnographic theory work audiences, and look forward to the developing role of audience research. It will be an essential study for students and lecturers in social psychology and media studies.

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