



Media Audiences: Effects, Users, Institutions, and Power

John L. Sullivan

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Despite the widespread use of the term "audience" in our popular culture, the meaning of "audience" is complex, and it has undergone significant historical shifts over time. **Media Audiences** explores the concept of media audiences from four broad perspectives, as "victims" of mass media, as market constructions and commodities, as users of media, and as producers and subcultures of mass media.



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