

Living Room Wars: Rethinking Media Audiences

Content

Living Room Wars: Rethinking Media Audiences by Ien Ang.

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Living Room Wars brings together Ien Ang's recent writings on television audiences, and, in response to recent criticisms of cultural studies, argues that it is possible to study audience pleasures and popular television in a way that is not naively populist. Ang examines how the makers and marketers of television attempt to mould their audience and looks at the often unexpected ways in which the viewers actively engage with the programmes they watch.

Living Room Wars highlights the inherent contradictions of a 'politics of pleasure' of television consumption: Ang moves beyond the traditional focus on textual meanings to explore the structural and historical representations of television audiences as an integral part of modern culture. Her wide-ranging and illuminating discussion takes in the battle between television and its audiences; the politics of empirical audience research; new technologies and the tactics of television consumption; ethnography and radical contextualism in audience studies; television fiction and women's fantasy; feminist desire and female pleasure in media consumption, and the transnational media system.

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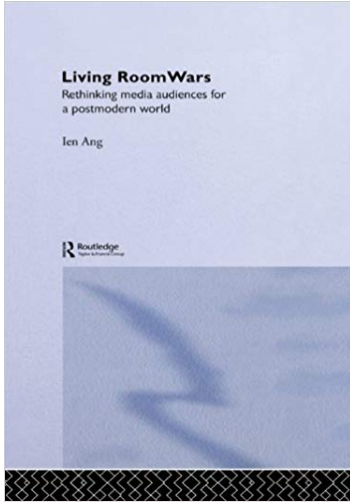
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