

Interpreting Audiences The Ethnography Of Media Consumption

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Interpreting audiences: the ethnography of media consumption. Author(s) : Moores, S. Author Affiliation : Department of Media and Cultural Studies, Queen Margaret College, Edinburgh, Scotland, UK.

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Interpreting Audiences: The Ethnography of Media Consumption Volume 8 of Media Culture & Society series: Author: Shaun Moores Edition: illustrated, reprint: Publisher: SAGE Publications, 1993...

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In this paper I argue that audience ethnography needs to be repositioned as a fieldwork-based, long-term practice of data collection and analysis. This practice allows researchers to attain a greater level of understanding of the community studied while maintaining self-reflexivity and respect towards those one is attempting to understand within the everyday life of the community.

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"It is clearly written, comprehensive, and very useful both as an introductory text and as a general overview of the field for established researchers. I warmly recommend the book to my students." --Ien Ang, Murdoch University, Australia Reviewing a wide range of work done by qualitative audience researchers over recent years, Interpreting Audiences charts the emergence of a critical ...

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Interpreting Audiences The Ethnography Of Media Consumption

Often used in communications studies and marketing, this is a form of ethnography that explores how audiences produce meaning from media discourses such as television news. [Page 11] http://dx.doi.org/10.4135/97814129862681.n14. Key References.

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Ethnography developed as the tool of social science, and involved the social scientific observer, the observed, the research report as text, and the audience to which the text is presented (Denzin...

(PDF) Ethnography: An Introduction to Definition and Method

The development of the audience reception theory was to understand people ' s ability to read meanings into cultural texts, and Stuart Hall ' s (1973) encoding/decoding model fits in here. He introduced the encoding/decoding model which is built on the concept of semiotics (Hall, 1973).

Audience Readings and Meaning Negotiation in the Film ...

The advantage to using ethnography to engage in audience studies rests on it ' s potential to pro-vide both a domestic and a communal context of television and telenovela reception among the dif-ferent groups in the community. It also facilitates an understanding of how the reception context can effect the interpretation of the message by

A Media Engagement Approach

e Ethnography (from Greek ethnos "folk, people, nation" and grapho "I write") is a branch of anthropology and the systematic study of individual cultures.[1] In contrast with ethnology, ethnography explores cultural phenomena from the point of view of the subject of the study.[2] Ethnography is also a type of social research involving the examination of the behaviour of the participants in a given social situation and understanding the group members' own interpretation of ...