



The Handbook of Media Audiences (Global Handbooks in Media and Communication Research)

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This handbook offers a comprehensive overview of the complexity and diversity of audience studies in the advent of digital media.

- Details the study of audiences and how it is changing in relation to digital media
- Recognizes and appreciates valuable traditional approaches and identifies how they can be applied to, and evolve with, the changing media world
- Offers diverse perspectives from which being an audience, theorizing audiences, researching audiences, and doing audience research are approached today
- Argues that the field works best by identifying particular 'audience problems' and applying the best theories and research methods available to solving them
- Includes contributions from some of the most outstanding international scholars in the field

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