Media Audiences
Television, Meaning and Emotion
Kristyn Gorton

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Pb 978 0 7486 2418 8  £16.99
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A comprehensive introduction to the study of media audiences

Description
An engaging and original study of current research on television audiences and
the concept of emotion, this book offers a unique approach to key issues within
television studies. Topics discussed include: television branding; emotional qualities
in television texts; audience reception models; new research on fan cultures;
'quality' television; television aesthetics; reality television; individualism and its links
to television consumption.

The book is divided into two sections: the first covers theoretical work on the
audience, fan cultures, global television, theorising emotion and affect in feminist
theory and film and television studies. The second half offers a series of case
studies on television programmes such as Wife Swap, The Sopranos and Six Feet
Under in order to explore how emotion is fashioned, constructed and valued in
televisual texts. The final chapter features original interview material with industry
professionals in the UK and Irish soap industry along with advice to students on
how to conduct their own small-scale ethnographic projects.

Key Features
• An accessible guide to theoretical work on emotion and affect, this book is key
  reading for advanced undergraduates and postgraduates doing media studies,
  communication and cultural studies and television studies
• Case studies on emotion and television in British and US media contexts
demonstrate new research and provide a starting point for readers undertaking
  their own research
• Each chapter includes exercises, points for discussion and lists for further reading

Selling Points
• Thornham / Women Feminism and Media has sold 508 since May 2007, Alia / Media
  Ethics and Social Change has sold has sold 877 since April 2004, Chakravartty &
  Sarikakis / Media Policy and Globalisation has sold 840 since June 2006
• Designed to be used as a primary text on courses within media and
  communication studies

The Author
Kristyn Gorton is a Lecturer in the Department of Theatre, Film and
Television at the University of York. She is the author of Critical Scenes
of Desire in Twentieth-Century Fiction (2006) and Theorising Desire: From
Freud to Feminism to Film (2007). She has published articles in the Journal of
British Cinema and Television, Dalhousie French Studies, Studies in European
Cinema and Diegesis.

Series
Media Topics

Readership
Undergraduate students in Media Studies, Film Studies, Communications
and Cultural Studies. Secondary market of undergraduates in
Sociology and Philosophy, and postgraduates in Media, Film,
Communications and Cultural Studies.
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4. Theorising Emotion and Affect: Feminist Engagements
5. Theorising Emotion: Television & Film Theory

Part Two: Case Studies
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10. Journey and Jeopardy: A Small-Scale Case Study of Emotion in the UK/Irish Television Soap Industry