



# Audience Analysis

*Denis McQuail*

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## **Audience Analysis** Denis McQuail

Denis McQuail provides a coherent and succinct account of the concept of "media audience" in terms of its history and its place in present-day media theory and research. McQuail describes and explains the main types of audience and the main traditions and fields of audience research. **Audience Analysis** explains the contrast between social scientific and humanistic approaches and gives due weight to the view "from the audience" as well as the view "from the media." McQuail summarizes key research findings and assesses the impact of new media developments, especially transnationalization and new interactive technology. The book concludes with an evaluation of the continued relevance of the audience concept under conditions of rapid m

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