



## Meanings of Audiences: Comparative Discourses

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# Meanings of Audiences: Comparative Discourses

## Meanings of Audiences: Comparative Discourses

In today's thoroughly mediated societies people spend many hours in the role of audiences, while powerful organizations, including governments, corporations and schools, reach people via the media. Consequently, how people think about, and organizations treat, audiences has considerable significance.

This ground-breaking collection offers original, empirical studies of discourses about audiences by bringing together a genuinely international range of work. With essays on audiences in ancient Greece, early modern Germany, Soviet and post-Soviet Russia, Zimbabwe, contemporary Egypt, Bengali India, China, Taiwan, and immigrant diaspora in Belgium, each chapter examines the ways in which audiences are embedded in discourses of power, representation, and regulation in different yet overlapping ways according to specific socio-historical contexts.

Suitable for both undergraduate and postgraduate students, this book is a valuable and original contribution to media and communication studies. It will be particularly useful to those studying audiences and international media.

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