

Index

Adorno, T. 8, 20-22, 42, 134

```
233-235, 237
age 38, 65
agency 75-79, 81, 86-90, 92, 94-95, 97, 234
                                               class-based identities 53
agenda-setting research 36-40, 42
                                               coherence 65, 68–71, 73, 77–78, 85, 89, 107,
Allen, R. 64
                                                    156, 199–201, 206, 214, 220, 224–225,
"American" tradition of media study 17
                                                    229-230, 233, 236, 238, 240
Ang, I. 64, 75, 169, 171
                                               commodification 25, 36, 71, 196, 198
Anzaldua, G. 75, 239
                                               commodity 21-22, 45, 194-195, 213, 235
askesis 235
                                                    (see also logic of commodity relations)
assemblages 106
                                                  culture 21
audience 24–25, 31–32, 35–36, 37–38, 64,
                                                  fetishism 24
    199, 201–202
                                                  forms 69-71, 197-198, 201, 213
                                                  production 24
  responses 35-36
                                               communication 33–34, 52 (see also mass
back and forth movement 72, 148-154,
                                                    communication)
     164, 176, 199–200, 206, 213, 221,
                                               communicative logic 70
    223-224
                                               communicative model of media research
Ball-Rokeach 18
Bandura, A. 37
                                               communicative process 34–35
Barthes, R. 209
                                               consciousness 20, 32, 76, 94, 97
Benjamin, W. 106
                                               consumption 22, 25, 57-60, 64-65, 68, 102,
Berelson, B. 35
                                                    104, 113
Billings, V. 37
                                                  discourses of 71
Blumer, H. 40, 46-47, 51-52
                                               contestation 77
Bourdieu, P. 27
                                               continuous use of television 1, 7–8, 216,
                                                    219-221, 226-232, 234, 236-237,
Brundson, C. 64
Bryant, J. 37
                                                    239-241
Bureau of Applied Social Research 20
                                               critical theory 8-10, 26, 28, 134
                                               critical viewing 185-203, 206-207, 213,
Butler, J. 75–78, 90–94, 97, 239
                                                    219-220, 223
Cantril, H. 37
                                               Csikszentmihalyi 134
capitalism 18-19, 21-22, 26, 33-34, 53
                                               cultural, the 79, 81, 107
                                               cultural formation 27, 62, 79
Centre for the Study of Contemporary
    Culture 53
                                               cultural forms 120
channel switching or surfing 46, 48, 129,
                                                  construction of 37
    203, 206-208, 213, 223-225, 227,
                                               cultural studies 10-11, 17, 53-81, 85-91,
                                                    94-96, 99-100, 117-118, 154, 182,
    229-230, 232, 242
Clark, T. 239
                                                    196–197, 232–236, 241
```

class 5-7, 28, 41, 64, 65, 87, 126, 197-198,



```
culture 10, 17, 23, 25, 27, 29, 32, 43, 53, 55,
                                                      117-119, 121, 125, 133, 138, 144,
    62-63, 68, 73, 80-81, 85-86, 90, 92-93,
                                                     162-163, 166, 168, 178, 186, 215-216,
     100, 138, 235, 237-238, 240-241
                                                     234, 237, 240-241
  image-based 77-78, 239
                                                experience 11, 23, 34, 55, 61, 85, 96, 99, 102,
  official 57-58, 64, 66, 209, 211, 229, 230
                                                      107, 110, 117–120, 127–128, 131–132,
  of television use 24, 28, 32–33, 43, 46, 48,
                                                      134–135, 137, 193, 149, 156, 167–168,
     52, 56, 69, 73, 78, 85, 88
                                                      171, 178, 188, 209–210, 212, 228, 238
                                                   "actual" 47, 51
DeFleur, M. 18
                                                   everyday 10, 126, 170, 215
Deleuze, G. 10, 75, 90, 97, 106-107, 238
                                                   imaginative 72
depth interviewing 48-49, 52, 119, 167-168
                                                   mindful and emotional 11, 21, 104, 129,
Derrida, J. 90
                                                     134, 164, 181-182
desire 27, 97, 122, 183, 235, 238
                                                   subjective 31, 39
discourse 10, 19, 29, 32, 54-69, 73-80,
    85-94, 96-97, 99, 102, 104, 108-109,
                                                 fantasy 111, 113
                                                 feeling 43, 61, 69, 86, 88, 96, 100-101, 113,
     113, 127–129, 131, 154–156, 161–162,
     168–169, 179, 181, 190, 192, 198, 201,
                                                      119, 123, 125, 132, 133, 138, 142, 165,
                                                     170, 187, 209, 230
    205, 214, 218, 225, 227, 230, 232,
                                                 feminism 53, 66, 67, 76, 80, 197
    234-239, 241-242
  as normative 58-59, 74-75, 91
                                                 Fiske, J. 55, 64–67, 70, 75, 87, 169
  counter-hegemonic 67
                                                 fluidity 79, 96
  disjuntures of 10–11, 75–77, 90, 239
                                                 form 51, 69, 88-89, 99, 113, 242
  dominant 55, 58-59, 65-66, 75, 197, 220,
                                                 formula 21, 105, 169-170, 172, 174, 186,
     228, 233-234
                                                      192-200, 202-203, 205-206, 213, 217,
  of power 11, 59, 120
                                                     220, 222–223, 228, 230, 232, 237, 239,
  oppositional 58, 65
                                                     241-242
  repetitions of 69, 76-77, 90, 239
                                                 Foucault, M. 10, 76, 90, 92-94, 235, 238
                                                 Frankfurt School 20-26, 235, 241
  stabilizing tendencies of 78
discrete use of television 8, 216-220,
                                                 Freud, S. 22
    222–226, 228, 232, 236, 240
                                                 functionalists 28
discursive constructs 63, 76, 78, 89, 94,
    97-98, 118, 214
                                                 gender 38, 40-41, 64, 65, 67, 87, 106, 126,
discursive regularities 59–61, 85, 92–93, 156,
                                                      146, 197–198, 233–234, 237
    235
                                                 generalized other 96
                                                 genre 64, 105-106, 168, 172
domestic sphere 58, 66
domination 8-10, 27-28
                                                 Gerbner, G. 32, 26, 42-43, 174
dramaturgical model 91
                                                 Gitlin, T. 19–20, 22–27, 34, 42
Dreyfus, H. 58
                                                 Goffman, E. 90–91
                                                 Goodwin, A. 70
Durkheim, E. 40-41
                                                 Gramsci, A. 20
elites 19-22, 25, 27, 33-34, 65
                                                 Gramscian-inspired perspectives 26, 29, 241
                                                 Grossberg, L. 70, 75
  control 32, 34, 42
  interests 19-20, 22, 41, 57
                                                Guattari, F. 238
  power 23, 54, 241
Ellis, J. 70
                                                 habituation 127, 156-164
emotional realism 171
                                                 Hall, S. 10, 54-55, 63
encoding 54
                                                 hegemony 20, 23, 25-26, 32, 36, 42, 55
  preferred 55
                                                 Hewitt, J. 91, 238
escape 131-132, 163, 238
                                                 hierarchy of taste 7
ethnicity 53, 64, 65, 198, 233
                                                 Hoggart, R. 10, 55
                                                 Horkheimer, M. 8, 20, 134
ethnomethodology 90
essentialism 11, 75-76, 79, 90, 94, 97
"European" tradition of media study 17
                                                 ideational structure 19, 67
everyday life 18, 20, 22–24, 27, 32, 37, 39,
                                                 ideology 19-20, 21-23, 25, 29, 32, 36,
    43, 47, 51, 53–55, 57, 59, 61–62, 64,
                                                     41–44, 54–56, 59, 69, 74–75, 87, 99, 131
    72-74, 85, 87-88, 93, 99, 101, 103,
                                                   dominant 20, 24, 26, 34, 54
```



ideology (cont.)	Lacan, J. 10, 99
preferred 22	Langer, S. 69, 105
ideological work 20	Lasswell, H. 35
identity 10–11, 54–56, 65–68, 71–73, 75–79,	Lazarsfeld, P. 18-20, 22-27, 35-36, 42
86–92, 97, 113, 197–199, 213, 232–234,	legitimation 26–27
236–239, 242	functions 25, 129
formation 37, 65, 238–239	Lembo, R. 55
identity-based politics 76, 90, 241	limited effects paradigm 33-37, 39-40, 41
images or imagery 17–18, 21–22, 24–25,	listening culture 51
31–32, 42, 48, 52, 54, 56, 57, 64–65, 69,	Lippmann, W. 25
72, 78, 93, 102, 104–109, 112–113,	logic of commodity relations 70–71
117–118, 127, 129, 131, 135, 152, 155,	Lowenthal, L. 20
169, 178, 194, 198, 201–203, 208–213,	,
225–230, 237–241	Macdonald, D. 9, 25
esthetic qualities of 69, 71, 105, 209	Mahler, M. 94–97
playful uses of 71–72, 208–212	mainstreaming 27, 174–175, 178–179
play 203, 208–213, 229, 232	Malamuth, N. 37
worlds 21, 48, 72, 127, 149, 154, 156, 161,	Marcuse, H. 8, 20, 134
165, 184, 212, 214, 217, 220, 229, 231,	Marx, K. 22, 29
233, 236–242	Marxist 80
image-based culture 77–78, 239	mass communication 17, 44
image-based viewing 47, 201–214, 223–225,	research 35
228, 232, 235–237, 239–241	two-step flow of 36
image-objects 239	mass culture 8, 21–22, 24–25, 70, 235, 241
imagination 5, 61, 78, 89, 97, 106,	mass media 18–19, 21–22, 24–26, 29, 33–36,
127–128, 132, 142, 208–212, 218–219,	40–42, 54–55, 80, 131, 162, 198, 232,
224, 228	237, 241 (see also media and television)
individuality 235–236, 238	commercial nature of 34
intentionality 107	mass society 18, 27, 33, 35
interdisciplinary studies 17	masses 33, 181
interiority 77, 86–87, 89–91, 93, 96–98,	McRobbie, A. 10, 55
121–122	Mead, G. 96–97
internalization 22	meaning 18, 23, 26, 31, 37, 43–44, 54,
interpretation 54–56, 65–68, 70–74, 78, 87,	57–58, 68–70, 72–74, 87, 101, 103–106,
89, 94, 97, 105, 133, 138, 233–234 (see	108–110, 113, 120, 124, 135, 142,
also, reading)	155–156, 178–179, 183–186, 194, 196,
counter-hegemonic 66	199–200, 202, 206, 208–213, 220, 228,
negotiated 67	230, 233, 238, 240
oppositional 66, 241	commodification of 70, 198
interpretive process 43, 56, 66, 68, 71–72,	disjuntures in 69
78, 87–88, 128, 134–135, 138, 142–143,	dominant 56
149, 154–156, 162, 174, 233	negotiated 56
interpretative responses 64	oppositional 56
interpretative strategies 55, 73	preferred 54, 192, 196–197
oppositional 68	textual 67
resistant 68	meaning-making 18, 26, 29, 32, 37, 43,
intertextuality 105, 191	49–50, 56, 58, 62, 67–68, 71, 74, 76,
Iyengar, S. 32, 36, 37, 42–46	85–86, 100, 105–107, 112, 127, 130,
I 50	135, 143, 154, 161, 179, 185, 190, 200,
Jameson, F. 70	210, 213–214, 220, 225, 230–231, 240
W + F 26	measurement 31–32
Katz, E. 36	media 25–26, 86, 102, 178, 233, 236, 242
Kellner, D. 23, 25	(see also television)
Kinder, D. 32, 37	agenda 37, 39, 42
Klapper, J. 33	as structure of social control 18–19
Kubey, R. 134	commodity form of 20



day-to-day use of 26–28, 30, 32, 45	objectivist perspectives 17–30
democratizing tendencies of 25	objectivity 7, 26, 76
effects 31, 37	opposition 56, 63–64, 86, 133, 153–154,
institutional workings of 41–42	233–234
institutions 34, 44	
narcotizing dysfunction of 19	pace 123, 164
objective forms of 20, 26	Parnet, C. 75, 106
play 39	participant observation 48–49, 118, 167,
power of (see power)	187, 208
representational forms of 54	patriarchal relations 53, 60–61, 65–67
structural features of 38	performance 90–92, 95
structures of 26	performativity 77, 79, 90–92, 94, 96–97
theorists (see social theorists)	persuasion 31, 34, 36, 39, 107, 113
use 18, 24, 27, 38–39, 47, 50–52, 55, 57,	theory 35–36
62, 85–89, 94, 134, 235 (see also	persuasive communication 33–34, 104–106,
television use)	108 (see also symbolism, persuasive)
media gatekeepers 9	plausibility 68, 109, 129, 149, 168–179,
media imagery (see imagery)	185–188, 190–192, 194–196, 199,
media-based practices (see practice)	202, 205, 207, 212–215, 219, 223,
Merton, R. 17–20, 22–28, 32, 33, 35–36, 42,	230
47, 51 Maria 1, 22, 25	play 1, 95, 97, 103, 132, 209, 219, 224
Meyerowitz, J. 23, 25	pleasure 104, 118, 113, 135, 169–170, 191,
middle class 7, 106	224
Miller, M. 23, 25	politics 12–13, 19, 44, 55, 68, 76, 78, 80,
mindful and emotional relations 28–29,	232–242
47–48, 56, 71–72, 79, 86, 102–104, 106,	political economy 25
108–110, 128–129, 132, 137, 139, 153,	political learning studies 37, 39–40
156, 160, 165, 170, 179, 180, 184, 190,	popular culture 58, 61
192, 196, 203, 205	post-colonialism 53, 80
mindfulness 1, 47, 56, 62, 68, 72–73, 91, 93,	Postman, N. 23, 25
95–98, 99, 102–104, 107, 109, 113,	postmodernity or postmodern condition
118–129, 131–135, 137–139, 142–143,	10–11, 75, 79, 89, 238, 240, 242
145–146, 148–164, 166, 169, 171, 174,	poststructuralism 10–11, 53, 75, 80, 87,
178–179, 183, 187–188, 190, 196–197,	89–91
199–203, 205–206, 211–212, 214–215,	power 8–12, 17–18, 21–29, 31–33, 34, 36,
218–221, 223, 225, 228–230, 233–234,	37–39, 41–44, 52, 53–63, 64–65, 67–69,
236, 239, 242	71, 73–78, 80–81, 85–91, 94, 97–98,
continuum of 122, 148–153	99–100, 102, 104, 110, 113, 117, 119,
habitual 122	125–128, 133–135, 137–138, 142–144,
playful 123	149, 154–156, 159, 162–163, 175,
reflective 123	178–179, 181–182, 185, 211–214, 220,
mindlessness 134–143, 145, 156–158, 162, 205	225, 233–237, 239–241
Morley, D. 10, 55, 64, 75, 87	discursive 11, 52, 53–54, 62, 67, 94, 99,
myth 209-211	118, 129, 135, 142–143, 153, 181, 185,
	198, 200, 206, 209–210, 225, 228, 237
narrative-based viewing 179-186, 190-192,	effects 35–36, 37–39, 59–61, 73, 75, 85,
194, 199–201, 203, 205–208, 210–211,	89, 99, 117–118, 126, 135–137,
213–214, 219, 223-225, 228, 233, 236	142–144, 156–157, 162
neo-Marxism 9, 53, 87	elite 23, 54, 241
Nietzsche, F. 97	hegemonic 64, 67
normativity 69-70, 78, 92	institutional 19–20, 22–23, 32, 36, 42–43,
breaks with 69	52, 53
normative regularities 59, 61, 69, 72–73, 77,	normalizing 19, 57-58, 68, 71, 80, 232,
89–90 (of programming)	236, 239
normative frameworks 65–66	persuasive 18, 34–37, 44, 51
norms 19, 25, 57, 67, 70, 91	relations 59, 78, 118, 127



```
practice 8, 18, 32, 53, 55–56, 57, 73–81,
                                                 reality 43, 105, 107, 109–111, 113, 129,
    85-94, 96-98, 100, 118, 127, 165,
                                                      169–170, 171–172, 173, 176–182, 184,
     167-215, 220, 226, 231-232, 234,
                                                      187-190, 192, 194, 200, 212-214
    235-236, 238-241
                                                 realism 64, 105, 194
  discursive 56–57, 73–80, 85–86, 90
                                                 reception 99
                                                 reflexivity 21, 24, 50, 88, 91, 93, 96-98, 137,
  dominant 79
  identity-based 76
                                                      179, 186, 238
  interpretative 79
                                                 religious affiliation 65
  group-based 54, 59
                                                 remote control 206-208, 227
  nomadic 79
                                                 repetition 28, 59–61, 69–70, 77, 90, 95–96,
  oppositional 79
                                                      107, 109, 113, 155, 209, 233
  performance of 79
                                                 resistance 55-56, 63, 73-75, 80-81, 86, 94,
  resistant 79
                                                      97, 99–100, 104, 113, 118, 126, 138,
                                                      179, 196, 233, 235-237
  signifying 77, 90, 92
  transgressive 79
                                                 ritual 1, 5, 29, 56, 62, 73, 79, 101, 117–125,
Press, A. 64, 75, 87
                                                      132, 137, 139, 165, 169, 174, 203, 207,
productivity of power relations 78-79
                                                      229, 240
programming 20–22, 25, 41, 42–45, 47,
                                                 ritualization 28
     56, 60-61, 64-66, 68-73, 88, 94,
                                                 Rosaldo, R. 75, 239
     104-110, 112, 113, 127-128, 131, 133,
                                                 routine 28, 102, 119, 121, 124, 127, 136, 139,
     141, 147, 149, 155–156, 161–162,
                                                      144, 146, 159, 162, 203, 215, 217, 222,
     168-170, 172-175, 178-181, 183, 185,
     186, 188, 190-197, 199-203, 205-210,
     212-215, 217-221, 223-229, 233, 236,
                                                 science 17
     239
                                                 scientific methodology 40, 49-50
  esthetics of 24, 45, 71, 106
                                                 scientism 32, 36, 40
  flow of 64, 69-71, 94, 107-108, 110, 113,
                                                 Seldes, G. 9, 25
                                                 self 11, 56, 85, 88-92, 95-98, 103, 113, 126,
     155, 198–199, 201–202, 206, 210–211,
     227, 230, 238
                                                      134, 142–143, 179, 181, 184–185, 225,
  inattention to 73
                                                      234-236, 238, 240
  representational structure of 71
                                                   presentation of 90-91
  segmentation of 69-70, 107, 113, 155,
                                                   true 95
     199, 201, 206
                                                 self-constitutuion 92-93
  standardization of 19-21, 25, 27, 36, 45,
                                                 self-construction 79
     71, 126, 134–139, 142, 144, 156,
                                                 self-formation 37, 48, 56, 68, 231, 241
     197-198
                                                 self-made 11, 86
  symbolism of 29, 45, 47, 56, 69–70, 104,
                                                 self-reflexivity 89, 96
     107-109, 168
                                                 semiotics 53
                                                 sexuality 64, 65, 66, 87, 198, 233-234
psychodynamic responses 21-22, 51
                                                 Shils, E. 9, 25
public opinion 34, 44
  polling 40
                                                 shock effect 106
public sphere 21-22, 25, 65, 76, 92
                                                 significant others 87
                                                 significant speech acts 58-59
Rabinow, P. 58
                                                 signification 77
race 41, 53, 64, 65, 126, 197–198, 233–234,
                                                 signifying acts 77
                                                 signifying system 77, 93, 169, 176, 178
    237
Radway, J. 64, 169
                                                 Silverstone, R. 64
reading 65, 67–68, 70–71, 73–74, 78, 81,
                                                 simultaneous viewing 118, 127, 143–166,
     87-88, 94, 97, 197, 240-241 (see also
                                                      203–206, 213, 217–219, 225, 229, 232
                                                 situatedness 54, 65-66, 87, 96, 100, 124,
    interpretation)
  alternative 67
                                                      127
  counter-hegemonic 66
                                                 social, the 40, 63, 72, 78–79, 81, 85, 87–89,
  dominant 66, 68, 223
                                                     93-94, 97
  negotiated 67, 68
                                                   emergent aspects of 87
  oppositional 66, 68, 186, 196, 233
                                                 social fact 20, 40-41, 45, 50, 119
  strategies 11, 56, 85, 182, 199
                                                 social identity (see identity)
```



```
social life 26, 59–60, 64, 75–76, 80, 85–87,
                                                television 18, 29, 57, 60-62, 64-66, 68-69,
    89, 96, 105, 120, 129, 155–156, 183,
                                                     71, 79, 88, 91, 99–104, 107–108,
     185, 187, 197-198, 201, 213, 215, 231
                                                     110-113, 117-122, 124-129, 131-135,
                                                     137, 141, 142, 143, 149, 154, 156, 162,
  normative ordering of 64, 69
social location 11, 35, 55-56, 63, 65-68,
                                                     164, 166, 178, 202, 215, 233, 236,
    71–73, 75, 87, 89, 96, 198
                                                     241–242 (see also media)
                                                   alternatives to 130-131
social norms (see norms)
social power (see power)
                                                   as cultural activity 7
social science 17, 31–52, 68, 80, 85, 99,
                                                   as imaginative space 5, 55
                                                   as institution 42
social theory 17-30, 61, 68, 80, 85, 99, 232
                                                   as object 69, 108, 165
sociality 8, 11, 18, 22, 24, 28–29, 31–33,
                                                   as technology 21, 58, 60, 120
     34, 37, 43–46, 49, 52, 56, 61–62, 68,
                                                   as topic of conversation 2, 110–111, 139,
    71–73, 78–79, 81, 89, 94, 96–98,
    99-100, 113, 117-118, 120, 125, 131,
                                                   continuous use of 1, 7-8, 216, 219-221,
     134, 142–144, 153, 155–156, 158, 164,
                                                     226-232, 234, 236-237, 239-241
     179, 187, 198, 203, 206, 213–216, 221,
                                                   culture 57, 61, 63, 113, 117, 181
    223-225, 228, 230-232, 234, 236-237,
                                                   day-to-day use of 57, 61, 68, 71, 73, 99,
    239-240, 242
                                                     113, 174, 188, 216
  disengaged forms of 8, 239-241
                                                   decision-making about 79, 103, 138-139,
  of television use 43, 45–46, 48–51, 55–56,
                                                     175, 217-218
                                                   democratic tendencies of 9, 60, 237
    62–63, 67, 70, 73, 79, 154, 163
                                                   discourses of 58
socialization 87
Spigel, L. 57-62
                                                   discrete use of 8, 216–220, 222–226, 228,
status 19, 25, 102
                                                     232, 236, 240
story-telling conventions 20, 25, 69-72, 105,
                                                   fears and anxieties about 58-60
     106, 107, 109–110, 113, 183–186, 190,
                                                   functional use of 163-166
     192, 196-197, 199-203, 205-208,
                                                   game of 109, 191
    211–214, 220, 225, 228, 230, 233, 236,
                                                   imagery (see imagery)
    239
                                                   in relation to other activities 5, 46, 100,
structural functionalism 26
                                                     102–103, 124, 130–131, 134, 137–138,
structuralism 53, 87
                                                     142–160, 162, 165, 204–205, 219,
subject 11, 77, 93
                                                     222-224, 234
  position 63, 71
                                                   meaning of (see meaning)
                                                   objective structure of 21, 25, 29, 41, 51,
  problem of the 86
subjectivity 7, 10-11, 48-50, 75-76, 78-79,
                                                     59, 65, 100, 118, 201 (see also
    81, 85, 87, 89, 91, 94–95, 97, 238
                                                     programming; media, objective forms
  nomadic 75, 79, 92
                                                     of)
  problematizing of 76
                                                   permanent presence of 4, 226, 229
survey research 37-38, 40, 46-47, 52
                                                   power of (see power)
symbolic field 70, 107
                                                   set 102, 104, 109, 226
symbolic forms 71, 100, 104, 107–108, 110
                                                   social functions of 99
                                                   subjective features of use of 41
symbolic interactionism 56, 90-91
symbolic structures 20
                                                   turn to 5, 100–104, 110, 112–113,
symbolism 56, 69–71, 100, 104–108, 113,
                                                     117-118, 120-122, 124-145, 153,
                                                     156–158, 170, 175, 215, 221, 224
    168, 209–210
  discursive 104–105, 107, 110, 113
                                                   undirected use of 8, 216, 219, 220-226,
  persuasive 106 (see also persuasive
                                                     234, 236-237
    communication)
                                                   use 1, 31, 46, 49–51, 62–63, 68, 70–73,
                                                     78–80, 86, 88–89, 94, 99–103, 109, 111,
  presentational 105–110, 113
                                                     117-122, 124-126, 131, 134-135, 139,
  commodity forms of 107-108, 113, 155,
                                                     142, 147, 156, 158, 161, 202, 215, 232,
symbolization 11, 93, 95, 97, 142
                                                     235
                                                television-as-culture 61
taste cultures 25
                                                television-as-discourse 59, 61-63
technological innovation 33
                                                television-as-text 65, 67-68, 71, 73
```



254 Index

text 24, 56–57, 63–73, 74, 77–78, 80, 86–89, 94, 97, 99, 128, 138, 169, 173, 186, 196-197, 208, 237, 241 textual approaches 77 textual constructs 68, 72–73 thinking 86, 88, 90-91, 100-101, 119, 133, 136, 138, 142–143, 230 Thompson, E. 10 Tichi, C. 58-62 "top-down" mode of analysis 22, 26-29 transgression 63, 76-77, 86, 239 truth claims 17, 23, 36, 52 Tucker, K. 55 unconscious 24, 49, 94, 97, 107, 238 undirected use of television 8, 216, 219, 220-226, 234, 236-237 use of the intellect 95 uses and gratifications research 38-39, 169 variable 34 variable analysis 23, 31, 35, 40–43, 45, 48 - 51viewers 62, 87, 99-100, 103-104, 107-110, 119–120, 122, 126–127, 138, 142–143, 154-155, 161, 168, 172-173, 175, 178-179, 182, 190-192, 194-195, 197–198, 200, 202, 209–211, 213, 216, viewing 5, 29, 61, 68, 74, 79, 101–105, 108–109, 111, 113, 117–118, 120–125, 127–128, 132, 133–135, 137, 139, 141–143, 149, 150, 152, 168, 169, 176, 181, 183, 186, 200, 218–221, 224, 236 at the real level of social action 180-185

```
at the representational level of social
    action 180-182
  attentive 109
  critical 185-203, 206-207, 213, 219-220,
  image-based 47, 201-214, 223-225, 228,
    232, 235–237, 239–241
  in group situations 108-110, 187, 190, 208
  in solitary situations 108–109, 187, 190
  meaning of 27
  politics of 68
  social aspects of 68
viewing culture 8, 11, 18, 29, 32–33, 43, 45,
    47-52, 55-56, 61-63, 67-73, 77, 79, 81,
    85-86, 91, 100, 104, 113, 117-118,
    120–121, 125, 142, 148, 174–175,
    178–179, 185, 193, 197–198, 200,
    202-203, 206-207, 212-216, 229-230,
    232, 236-237, 239, 242
viewing practices (see practice)
viewing relations 47–48, 56, 104, 108–110,
    113, 129, 167–168, 185, 196, 198,
    200-201, 203, 215
visual imagery (see imagery)
voting behavior studies 37, 39-40
Wellman, D. 239
Williams, R. 10, 64, 70
Willis, P. 10, 55
Winnicott, D. 95–97
women 58, 67, 146
working class 6, 101, 197
Wright, C. 18
Zillman, D. 37
```