

Contents

Preface	vii
<i>Robert Wallace</i>	
Introduction	xi
Chapter 1: Television Criticism	1
Chapter 2: The Audience: Consumer and Commodity	15
Chapter 3: Symbolic Interaction: An Audience and Industry Collaboration	35
Chapter 4: Becoming Teleliterate	61
Chapter 5: The Audience Makers	81
Chapter 6: Audience Making	105
Chapter 7: Audience Measurement: Flaws and Fallacies	129
Chapter 8: Protecting the Audience's Interest, Convenience and Necessity	145
Chapter 9: Televiewing as a Competitive Sport	165
Author Index	183
Program Index	187
Subject Index	191