

## Overview: Conceptualizing the Audiences

Allor, Martin. 1988. Relocating the site of the audience. *Critical Studies in Mass Communication* 5(3): 217-233.

———. 2002. The politics of producing audiences. In *The audience and its landscape*, ed. James Hay, Lawrence Grossberg, and Ellen Wartella, 209-219. Boulder, CO: Westview Press.

Livingstone, Sonia. 2004. The challenge of changing audience: Or, what is the audience researcher to do in the age of the internet? *European Journal of Communication* 19(1): 75-86.

Mosco, Vincent, and Lewis Kaye. 2000. Questioning the concept of the audience. In *Consuming audiences? Production and reception in media research*, ed. Ingunn Hagen and Janet Wasko, 31-46. Cresskill, NJ: Hampton Press.

Staiger, Janet. 2005. Media reception studies. New York, NY: New York University Press. (Chapter 2).

Webster, James G. 1998. The audience. *Journal of Broadcasting and Electronic Media* 42(2): 190-208.

Webster, James G. and Patricia F. Phalen. 1994. Victim, consumer, or commodity? Audience models in communication policy. In *Audience-making: How the media create the audience*, ed. James Ettema and D. Charles Whitney, 22-37. Thousand Oaks, CA: Sage.

## Audience as Commodity

Davila, Arles. 2001. *Latinos Inc.: The marketing and making of a people*. Berkeley, CA: University of California Press.

Jhally, Sut, and Bill Livant. 1986. Watching as working: the valorization of audience consciousness. *Journal of Communication* 36(3): 124-143.

Napoli, Philip M. 2003. Audience economics: Media institutions and the audience marketplace. New York, NY: Columbia University Press. (Chapter 1 and Chapter 5.)

Smythe, Dallas W. 2001. On the audience commodity and its work. In *Media and cultural studies: Keywords*, ed. Meenakshi Gigi Durham and Douglas M. Kellner, 253-279. Oxford: Blackwell Publishers.

Turow, Joseph. 2000. Segmenting, signaling and tailoring: Probing the dark side of target marketing. In *Critical studies in media commercialism*, ed. Robin Anderson and Lance Strate, 239-249. Oxford, UK: Oxford University Press.

## Active Audience

Ang, Ien. 1991. *Living room wars: Rethinking media audiences for a postmodern world*. New York, NY: Routledge. (Chapter 2: On the Politics of Empirical Audience Research).

Hall, Stuart. 1999. Encoding/decoding. In *Culture, media, language*, ed. Stuart Hall, Dorothy Hobson, Andrew Love, and Paul Willis, 128-138. London, UK: Hutchinson.

Sender, Katherine. 1999. Selling sexual subjectivities. *Critical Studies in Media Communication* 16: 172-196.

Staiger, Janet. 2005. *Media reception studies*. New York: New York University Press. (Chapter 3).

Wilson, Pamela. 2004. Jamming *Big Brother*: Webcasting, audience intervention, and narrative activism. In *Reality TV: Remaking television culture*, ed. Susan Murray and Laurie Ouellette, 323-343. New York, NY: New York University Press.

## Media Fandom

Baym, Nancy K. 2000. *Tune in, log on: Soaps, fandom and online community*. London, UK: Sage.

Bird, S. Elizabeth. 2003. *The audience in everyday life: Living in a media world*. New York, NY: Routledge.

Hills, Matthew. 2002. *Fan cultures*. New York, NY: Routledge.

Jenkins, Henry. 1992. *Textual poachers: Television fans and participatory culture*. New York, NY: Routledge.

———. 2006. *Fans, bloggers, and gamers: Exploring participatory culture*. New York, NY: New York University Press. (Chapter 4: “Out of the Closet and into the Universe”: Queers and *Star Trek*, with John Campbell).