



# An Introduction to Television Studies

By Jonathan Bignell

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**An Introduction to Television Studies** By Jonathan Bignell

In this comprehensive textbook, now updated for its third edition, Jonathan Bignell provides students with a framework for understanding the key concepts and main approaches to Television Studies, including audience research, television history and broadcasting policy, and the analytical study of individual programmes.

Features include:

- a glossary of key terms
- key terms defined in margins
- suggestions for further reading
- activities/assignments for use in class

New and updated case studies feature:

- ‘Every Home Needs a Harvey’ ad
- approaches to news reporting
- television scheduling
- *CSI Crime Scene Investigation*
- animated cartoon series

Individual chapters address: studying television, television histories, television cultures, television texts and narratives, television genres and formats, television production, television and quality, television realities, television you can’t see, television audiences, beyond television.



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### **An Introduction to Television Studies By Jonathan Bignell Bibliography**

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#### Review

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**"A wonderfully ambitious and clear introduction to television studies for the undergraduate reader."**  
*Gill Branston, University of Cardiff, and co-author of *The Media Student's Book**

**"An excellent introduction to television studies, with helpful accounts of key concepts tied to some engaging discussions of recent shows."** *David Gauntlett, University of Bournemouth and author of *Media, Gender and Identity**

**"I have no doubt that this work will become a must for all students wishing to study the new and growing discipline of television studies."** *Paul Rixon, University of Surrey, Roehampton*

**"...destined to feature prominently on every television student's preparatory reading wish-list."**  
*Deborah Jermyn, University of Surrey, Roehampton and co-editor of *Understanding Reality Television**

#### About the Author

**Jonathan Bignell** is Professor of Television and Film at the University of Reading. He is the author of *Beckett on Screen: The Television Plays*, *Media Semiotics: An Introduction*, *Big Brother: Reality TV in the Twenty-first Century* and *Postmodern Media Culture*, and co-author of *The Television Handbook*, 2nd edition. He is the editor of *Writing and Cinema*, and joint editor of *Popular Television Drama* and *British Television Drama: Past, Present and Future*.

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