## **Contents**

· ·	Acknowledgments	vii
	Preface	ix
	Part 1	
	1. An Introduction to the TV Audience	3
	2. Rethinking Television	23
	3. The New Audience Research	45
	4. Gathering Evidence	73
	Part 2	
	5. Two Empirical Studies	99
	6. Behind the News	123
	7. The Power of the Popular Television: The Case of Cosby	159
	8. Conclusion	203
	References	207
	Index	217