

Audience Sociology and Consumer Behavior in the Film Industry

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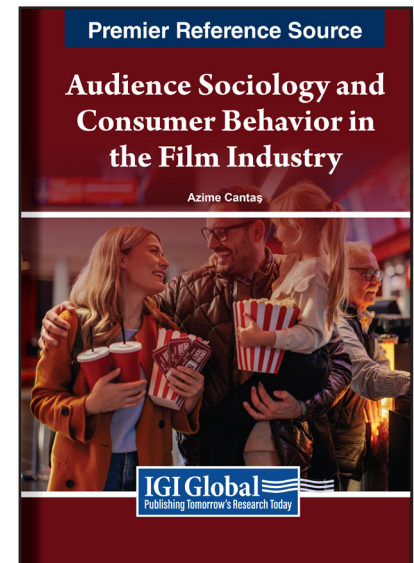
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Description:

With traditional media forms merging with emerging digital platforms, researchers and scholars face the daunting task of untangling the complex interplay between media consumption, cultural identities, and societal norms. Navigating this intricate terrain can be challenging, especially given the need for a cohesive research agenda.

Audience Sociology and Consumer Behavior in the Film Industry offers a comprehensive and timely solution to address these challenges. This book critically examines existing research paradigms and proposes a fresh agenda for audience sociology, providing a roadmap for scholars and students. The book also explores the historical foundations of audience research and the transformative impact of cinema, television, and new media on cultural, sociological, and ethnic structures.

Through a sociological lens, the book illuminates how viewing practices shape daily life, tastes, and cultural identities. It offers insights beyond traditional disciplinary boundaries, comprehensively exploring reception analysis, impact research, and the uses and gratifications theory. This book is designed for audience researchers, mass communication sociologists, and media analysts and is an indispensable resource. It equips readers with the tools they need to navigate the complexities of audience sociology in cinema and television by addressing critical issues such as consumer behavior in the movie industry and the transformation of film-watching practices. With its fresh perspective and innovative approach, this book will become a cornerstone in audience studies.



ISBN: 9798369331040

Pages: 300

Copyright: 2025

Release Date: September, 2024

Hardcover: \$290.00

E-Book: \$290.00

**Hardcover +
E-Book:** \$350.00

Topics Covered:

- Audience Research
- Audience Sociology
- Audience Sociology in Cinema and Television
- Consumer Behavior in the Movie Industry
- Cultural Studies with Coding/Decoding Model
- Film Industry
- Impact Research
- Mass Communication Theories and History
- New Media and Interaction
- Reception Analysis
- Transformation in Film Watching Practices
- Uses and Gratifications Theory

Subject: Business & Management

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

Research Suitable for: Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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