



Beyond the Box: Television and the Internet

Sharon Marie Ross

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Beyond the Box gives students and couch potatoes alike a better understanding of what it means to watch television in an era of profound technological change.

- Charts the revolution in television viewing that is currently underway in living rooms across the world
- Probes how the Internet's development has altered how television is made and consumed
- Looks at a range of topics and programmes - from voting practices on American Idol to online forums for Buffy the Vampire Slayer fans
- Offers a fresh and innovative perspective that focuses on the shift in audience experience and how it has blurred established boundaries



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