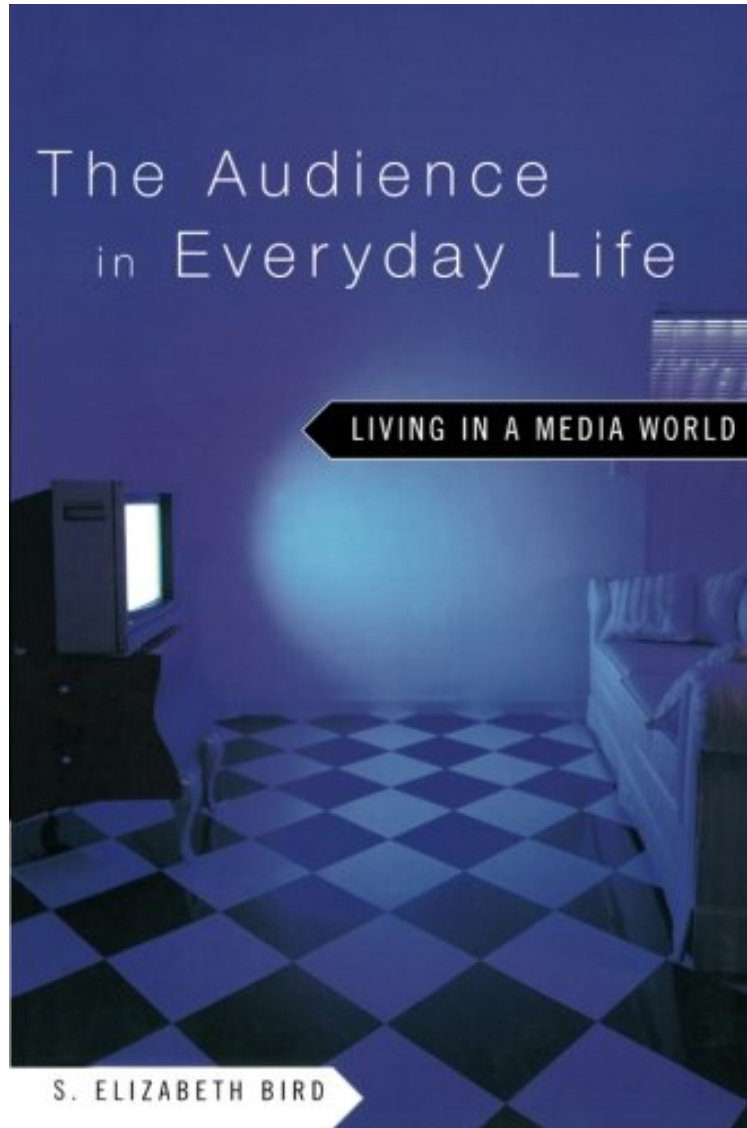


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## The Audience in Everyday Life: Living in a Media World

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The Audience in Everyday Life argues that a media audience cannot be studied in front of the television alone--their interaction with media does not simply end when the set is turned off. Instead, we must study the daily lives of audiences to find the undercurrents of media influence in everyday life. Bird provides a host of useful tools and methods for scholars and students interested in the ways media is consumed in everyday life.

About the AuthorS. Elizabeth Bird is Professor of Anthropology at the University of South Florida. She is author of For Enquiring Minds: A Cultural Study of Supermarket Tabloids and editor of Dressing in Feathers: The Construction of the Indian in American Popular Culture.