
Special Issue: Preface

Re-defining the Audience

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Abstract

This special issue, which includes six rigorously reviewed papers, gains new grounds in audience studies by exploring the social conditions of various kinds of audience activities in crises and in everyday routines. These papers, as a collection, move beyond the general claim of “active audiences” and ask questions about the degree of audiences' ability to negotiate meaning and power as individuals and as organized agents. These papers range from comparative analysis to case studies, with a special attention to social media in Chinese communities.

Citation of this article: Ma, E. K. W. (2014). Re-defining the Audience. *Communication & Society*, 27, 23–25.

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