

essential to study media audiences in the context of culture and everyday life.

In Chapter 4, Ruddock applies Benedict Anderson's concept of 'imagined community' to contemporary fan studies and the connection with nationalism, ethnicity, gender and consumption. The fifth chapter raises some important questions on objectionable content: sex and violence. By citing and reviewing the contemporary work of Alan McKee and others on pornography consumption in Australia, the author suggests the kind of questions that should be posed by the researchers: 'Instead of asking what harmful content does to people, we need to know why people are offended, hurt or entertained by media content of questionable taste.' (p. 102) Chapter 6, 'Reality, Media and Celebrity', gives a thorough analysis of pertinent studies and highlights relationships between reality media and audiences. Finally, Chapter 7 explores the everyday life of media technologies with reference to youth, cultural citizenship, space and place.

This book will be very useful to those who intend to embark on audience research. The excessive reviews and citations of various works, however, hinder the flow of the core theme of the text: investigating audiences.

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Sampedro, Victor (Coord.), *Medios y Elecciones 2004. La campaña electoral y las 'otras campañas'*, Editorial Universitaria Ramón Areces, Madrid, 2007, ISBN 9 788 4800 4849 1, 278 pp., €42.00.

Political communication research is a growing field of interest among Spanish scholars. The social relevance of the

object of study, and the economic and symbolic interest shown by influential actors to this topic, justify the increase in production, even though there are significant differences in the quality of each methodological approach. Victor Sampedro and his colleagues have proved during the last decade to be among the main references in this field that joins media research, political science and marketing studies in an interdisciplinary space. Both the quantity and quality of their production place them among the best European traditions.

Medios y Elecciones 2004 (Media and Elections 2004) is one part of a wider analysis of media coverage of the 2004 Spanish general elections. It is accompanied by a second volume, titled *Televisión y Urnas* (TV and Ballot-boxes), offering a two-DVD set with a useful and unusual compilation of practical exercises and broadcast examples. So this two-part publication achieves one of the main goals of a scholarly book: combining theoretical and empirical in-depth research with the intention of teaching and stimulating the readers. On the one hand, we find a clear example of traditional research in political communication; on the other, newcomers and experts in this field will discover a huge amount of interesting material to check and reply to the analysis. This strategy was already successfully used by Sampedro and his colleagues during the 2000 Spanish general elections, and opens a route that should be followed by other scholars in order to make the research process clearer and more accessible to the readers and students.

Medios y Elecciones 2004 brings into the light diverse types of analysis, offering an interesting methodological triangulation and covering a wide chronological period. The notion