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As some readers might know, I have raised these subjects before in 2001's *Understanding Audiences*. Only the names have changed in some of the introductory passages; Michael Jackson has replaced OJ Simpson, but the principle remains. This book is not a revised edition, but neither can it be an entirely different project. A critical revision of the earlier volume's thesis helps to locate the rationale for the present work. Additionally, the introduction will map the flow of the book, explaining the particular course of its journey through a field of audience research traversable via numerous paths.