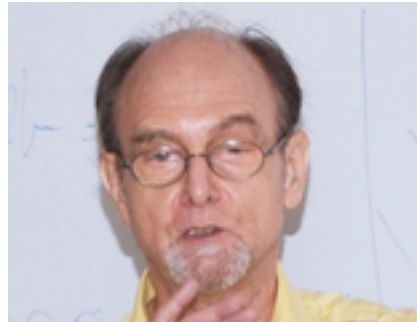


Tony J Wilson

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Dr Tony Wilson has taught audience and consumer studies at universities in Australia, England, Malaysia and Scotland. He was principal teacher of the Monash University MA Media Degree, Melbourne (2000-20005), prior to research-led teaching with the Malaysian Chinese University, *Universiti Tunku Abdul Rahman*, Kuala Lumpur and *Universiti Malaysia Sarawak*, Kuching. He was the Founding Chairperson (with Umi Khattab) of an International Association for Media and Communication Research, Audience and Reception Studies Section.

He has published seven research monographs on audience and consumer studies with Hampton, Polity-Blackwell, Routledge (three), Wiley and August Press, Malaysia. His *Watching Television: Hermeneutics, Reception and Popular Culture* (Cambridge, UK and US: Polity-Blackwell, 1993, 1995) provided a philosophical framework for writing subsequent empirical studies: *Consumption, Psychology and Practice Theories: A Hermeneutic Perspective* (London and New York: Routledge, 2019); *Media Consumption in Malaysia: A Hermeneutics of Human Behaviour* (Oxford and New York: Routledge SouthEast Asia Series, 2015); *Global Advertising, Attitudes and Audiences* (as a hermeneutics of consumption) (New York and London: Routledge Advances in Management and Business, 2011, 2013); and *Understanding Media Users: From Theory to Practice* (on audience-consumers and media branding) (Boston and Oxford: Wiley-Blackwell, 2008, 2009). Invited to contribute by *Oxford Research Bibliographies* (2019) he provided a wide-ranging discussion of 'Hermeneutics and Communication Studies' as a sequel to 'Hermeneutics', for the *International Encyclopedia of Communication Theory and Philosophy* (Boston and Oxford: Wiley-Blackwell). Currently, his research interest is in hermeneutic philosophical psychology and its genesis within the Aristotelian concept of '*phronesis*': 'Interpretative Phenomenological Analysis as Hermeneutic Philosophy-in-Practice', *Qualitative Methods in Psychology Bulletin* (Autumn 2019).