## **Contents**

	List of illustrations	ix
	Acknowledgements	xi
	Introduction	1
	Using this book	1
	Television Studies	2
	The organisation of chapters	5
	Further reading	10
1	Studying Television	11
	Introduction	12
	Beyond broadcasting	13
	Television nations	16
	Studying programmes	18
	Television and society	21
	Television audiences	27
	Case study: television past and present	31
	Summary of key points	36
	Further reading	36
2	Television Histories	39
	Introduction	40
	Collecting the evidence	40
	Inventing television technologies	46
	Television institutions	48
	Professional cultures in a 'Golden Age'	51
	Reception contexts	53
	Programmes and forms	55
	Case study: 'Me TV'	62
	Summary of key points	65
	Further reading	65
3	Television Cultures	67
	Introduction	68
	British television in global contexts	69
	Clobel television	73

## VI CONTENTS

Cultural imperialism	76
News, nations and the 'New World Order'	79
The global and local interrelationship	85
	86
그하이 이 이 이 가는 그래요? 그래요? 그래요? 그래요? 그래요? 그래요? 그래요? 그래요?	90
Further reading	91
Television Texts and Narratives	93
Introduction	94
	94
Connotations and codes	96
Narrative structures	98
Narrative functions	102
Identification	104
Television narrators	105
Signs of the viewer	108
Case study: the 'Every Home Needs a Harvey' advertisement	111
Summary of key points	121
Further reading	122
Television Genres and Formats	123
Introduction	124
Identifying genre and format	125
The generic space of soap opera	128
The police genre: seeing and knowing in CSI	130
Sitcom and the problem of humour	132
Talk shows and the performance of morality	134
Blurred genre boundaries in documentary	136
Case study: animated series	139
Summary of key points	144
Further reading	145
Television Production	147
Introduction	148
	149
- 12	151
Production	157
Post-production	165
	169
	172
Further reading	173
	News, nations and the 'New World Order' The global and local interrelationship Case study: adapting formats around the world Summary of key points Further reading  Television Texts and Narratives Introduction The language of television Connotations and codes Narrative structures Narrative functions Identification Television narrators Signs of the viewer Case study: the 'Every Home Needs a Harvey' advertisement Summary of key points Further reading  Television Genres and Formats Introduction Identifying genre and format The generic space of soap opera The police genre: seeing and knowing in CSI Sitcom and the problem of humour Talk shows and the performance of morality Blurred genre boundaries in documentary Case study: animated series Summary of key points Further reading  Television Production Introduction Development Pre-production Prost-production Prost-production Case study: the Avid editing system Summary of key points

## CONTENTS VII

7	Television and Quality	175
	Introduction	176
	Identifying quality	179
	Quality and authorship	183
	Channels and brands in American television drama	185
	Visual style and the Doctor Who brand	189
	Quality US police drama before The Wire	192
	Case study: The Wire	196
	Summary of key points	199
	Further reading	199
8	Television Realities	203
	Introduction	204
	Quantitative research: content analysis	205
	Factual television	207
	Audiences and race	211
	Realism and television technologies	214
	British soap opera and realism	216
	Realism and ideology	218
	News and liveness	219
	The documentary mode	221
	Case study: docudrama	223
	Summary of key points	228
	Further reading	228
9	Television You Can't See	231
	Introduction	232
	Free speech and regulation	232
	A brief history of sex on British television	236
	Taste and decency today	241
	Theories of regulation	246
	Case study: reporting conflict	249
	Summary of key points	253
	Further reading	253
10	Television Audiences	255
	Introduction	256
	The economics of watching television	257
	Ratings: measuring audiences	259
	Targeting audiences	261
	Active audiences	263
	Attention and involvement	264
	Qualitative audience research	266
	Fan audiences	269
	I all addictions	207

## VIII CONTENTS

	Case study: television scheduling	274
	Summary of key points	278
	Further reading	279
11	Beyond Television	281
	Introduction	282
	Television as an interactive medium	283
	The growth of interactive television	286
	Viewers' interaction with programmes	291
	Interactivity and sociability	293
	How new is new?	295
	Summary of key points	298
	Further reading	298
	Glossary of key terms	301
	Select bibliography	315
	Index	333