Record Nr. UNINA9910141755203321

Autore Beaty Bart

Titolo Canadian television today / / Bart Beaty and Rebecca Sullivan

Pubbl/distr/stampa Calgary, Alberta:,: University of Calgary Press,, [2006]

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ISBN 9781429471930

142947193X 9781552383056 1552383059 9781552382226 1552382222

Descrizione fisica 1 online resource (xii, 168 pages) : digital file(s)

Collana Op/Position: Issues and Ideas series, , 1910-1112;; no. 1

Disciplina 302.23450971

Soggetti Television broadcasting - Social aspects - Canada

Television broadcasting - Canada

Lingua di pubblicazione Inglese

Formato Materiale a stampa

Livello bibliografico Monografia

Nota di bibliografia Includes bibliographical references and index.

Sommario/riassunto This book takes an in-depth look at the formidable challenges facing

the Canadian television industry at the dawn of the twenty-first century. The current consensus within the industry alternates between a paternalistic model that promotes national culture and identity, and a laissez-faire approach that calls for a large-scale de regulation of the industry. To better understand why the industry is confronted with this difficult choice, the authors begin by exploring a number of key political decisions that have helped shape the way television is integrated into the Canadian social fabric. First, they consider the complex relationship between the nation, state and culture in the political formation of a sovereign country, and the often delicate balance between culture and polity. Secondly, they look at the impact of multiculturalism and globalization on the regulatory framework and the potential development of international markets and audiences. Thirdly, they examine the nature of the audience and the cultural value

of television as a 'mass' medium. Lastly, the technological environment is addressed and the subsequent impact on the cultural value of meaning is considered.; From this careful examination, the authors demonstrate that in order for the Canadian television industry to survive, it must organise itself around new conceptions of multiculturalism, globalization, and technological determinism. The authors thus contend that the industry must embrace a more heterogeneous model of languages, cultures, and viewing strategies, with the ultimate goal of re-imagining the nation by the revitalisation of one of the principal cultural conduits of national identity.