

1. Record Nr.	UNINA9910452264503321
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Titolo	Locating television : zones of consumption / / Anna Cristina Pertierra and Graeme Turner
Pubbl/distr/stampa	Abingdon, Oxon [U.K.] : , : Routledge, , 2013
ISBN	0-203-09677-0 1-283-89429-7 1-136-21976-5
Descrizione fisica	1 online resource (169 p.)
Altri autori (Persone)	TurnerGraeme <1947->
Disciplina	791.45
Soggetti	Foreign television programs - History and criticism Television broadcasting - Social aspects Television broadcasting - Influence Mass media and culture Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front Cover; Locating Television; Copyright Page; Contents; List of illustrations; Acknowledgements; Introduction; Two stories about television; The end of television as we know it?; Television in Mexico: a brief overview; Television in the digital era; 1 Understanding television today; Locating television; Cultural studies, the media and anthropology; Browsing for televisions; 2 Television and the nation; The nation in the era of plenty; Approaching the nation through Mexican TV; Mexican media and the production of national subjects; Conclusion; 3 Television and community Constructing communitiesSharedness, liveness and community; Managing choice; New communities, diluted communities or zones of consumption?; 4 Television, domestic space and the moral economy of the family; What television does in Chetumal; What is the Mexican middle class?; Watching television in Mexican middle-class homes; Fear and violence, safety and freedom; Conclusion; 5 Television and the desire for modernity; Modernity and the West; Competing modernities; 6 Putting television in its place; Anthropology, cultural studies and

television: a conversation; Zones of consumption; Conclusion

ConclusionAppendix; Notes; Bibliography; Index

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## Sommario/riassunto

"This book takes an important next step for television studies: it acknowledges the growing diversity of the international experience of television today in order to address the question of 'what is television now?' The book addresses this question in two interrelated ways: - by situating the consumption of television within the full range of structures, patterns and practices of everyday life; - and by retrieving the importance of location as fundamental to these structures, patterns and practices - and, consequently, to the experience of television. This approach, involving collaboration between authors from cultural studies and cultural anthropology, offers new ways of studying the consumption of television - in particular, the use of the notion of 'zones of consumption' as a new means of locating television within the full range of its spatial, temporal, cultural, political and industrial contexts. Although the study draws its examples from a wide range of locations (the US, the UK, Australia, Malaysia, Cuba, and the Chinese language markets in Asia -- Hong Kong, Singapore, China and Taiwan), its argument is strongly informed by the evidence and the insights which emerged from ethnographic research in Mexico. This research site serves a strategic purpose: by working on a location with a highly developed and commercially successful transnational television industry, but which is not among the locations usually considered by television studies written in English, the limitations to some of the assumptions underlying the orthodoxies in Anglo-American television studies are highlighted. This book is a valuable and original contribution to television, media and cultural studies, and anthropology, presenting approaches and evidence that are new to the field"--

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