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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction: dare we look closely at television? -- Television and zero-degree style -- Stylistic crossover in the network era: from film to television -- The persuasive power of style -- Style in an age of media convergence -- Televisuality and the resurrection of the sitcom in the 2000s.
Sommario/riassunto	Style matters. Television relies on style-setting, lighting, videography, editing, and so on-to set moods, hail viewers, construct meanings, build narratives, sell products, and shape information. Yet, to date, style has been the most understudied aspect of the medium. In this book, Jeremy G. Butler examines the meanings behind television's stylistic conventions. Television Style dissects how style signifies and what significance it has had in specific television contexts. Using hundreds of frame captures from television programs, Television Style dares to loo