

1. Record Nr.	UNINA9910796894603321
Autore	Landau Neil
Titolo	TV writing on demand : creating great content in the digital era / / Neil Landau
Pubbl/distr/stampa	New York : , : Routledge, , 2018
ISBN	1-351-78421-8 1-351-78420-X 1-138-70569-1
Edizione	[1st edition]
Descrizione fisica	1 online resource (313 pages)
Disciplina	808.2/25
Soggetti	Television authorship Interactive television Video-on-demand Television - Technological innovations Convergence (Telecommunication)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	"A Focal Press book"--Cover. Includes index.
Nota di bibliografia	Includes bibliographical references at the end of each chapters and index.
Nota di contenuto	part, I Satisfying the Binge Viewer -- New Genres, Formats and Trends -- chapter 1 Blurring the Lines -- Redefining Genre and Tone in the Dramedy / Neil Landau -- chapter 2 The Slow-Burn, Season-Long Procedural -- From Murder One and Twin Peaks to The Night Of, Fargo, Search Party and More / Neil Landau -- chapter 3 Trust Me -- The Long Con On-Demand—From The Riches to Sneaky Pete, Patriot, The Americans and More / Neil Landau -- chapter 4 Dystopias, Multiverses and Magic Realism / Neil Landau -- chapter 5 Story Tentacles -- Making Surprising Choices That Yield More Story / Neil Landau -- chapter 6 Spotlight on a Rebel -- Ryan Murphy Reinvents the Mini-Series by Embracing His Inner Outsider / Neil Landau -- part, II Developing Iconic Characters -- Relatability and Authenticity -- chapter 7 Character Empathy vs. Sympathy -- How and Why We Align With Characters' Wants and Needs / Neil Landau -- chapter 8 Choosing Between Two Wrongs -- Characters Trapped by Limitation / Neil

Landau -- chapter 9 The Wild Card Character -- Power Dynamics and Motivations / Neil Landau -- chapter 10 Writing Smart Dialogue in the Digital Era / Neil Landau -- part, III Career Strategies in the Evolving TV Marketplace -- chapter 11 To I.P. or Not to I.P.? That Is the Question -- The Value of Intellectual Property in the Scripted TV Ecosystem / Neil Landau -- chapter 12 The Show Bible as an Essential Sales Tool / Neil Landau -- chapter 13 Trips, Traps, Tropes -- Avoiding Rookie Mistakes / Neil Landau -- chapter 14 The Creative Entrepreneur -- From Kickstarting a Web Series to Hitting the Big Time / Neil Landau.

---

#### Sommario/riassunto

"TV Writing on Demand: Creating Great Content in the Digital Era takes a deep dive into writing for today's audiences, against the backdrop of a rapidly-evolving TV ecosystem. Amazon, Hulu and Netflix were just the beginning. The proliferation of everything digital has led to an ever-expanding array of the most authentic and engaging programming that we've ever seen. No longer is there a distinction between broadcast, cable and streaming. It's all content. Regardless of what new platforms and channels will emerge in the coming years, for creators and writers, the future of entertainment has never looked brighter. This book goes beyond an analysis of what makes great programming work. It is a master course in the creation of entertainment that does more than meet the standards of modern audiences -- it challenges their expectations. Among other essentials, readers will discover how to: Satisfy the binge viewer: analysis of the new genres, trends and how to make smart initial decisions for strong, sustainable story. Plus, learn from the rebel who reinvented an entire format. Develop iconic characters: how to foster audience alignment and allegiance, from empathy and dialogue to throwing characters off their game, all through the lens of authenticity and relatability. Create a lasting, meaningful career in the evolving TV marketplace: how to overcome trips, traps and tropes, the pros and cons of I.P., use the Show Bible as a sales tool and make the most of the plethora of new opportunities out there." --Provided by publisher.

---