Record Nr. UNINA9910809926803321 American television: new directions in history and theory / / edited by **Titolo** Nick Browne Pubbl/distr/stampa London;; New York:,: Routledge,, 2013 **ISBN** 1-138-99039-6 1-135-02021-3 0-203-76645-8 1-135-02022-1 Edizione [1st ed.] Descrizione fisica 1 online resource (309 p.) Routledge Library Editions: Television;; Volume 2 Collana Disciplina 384.55/0973 Soggetti Television broadcasting - United States Television broadcasting - Social aspects - United States Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali First published in 1994 by Harwood Academic Publishers. Cover; Half Title; Title Page; Copyright Page; Original Title Page; Nota di contenuto Original Copyright Page; Table of Contents; Introduction to the Series; Introduction: Part I: The Establishment of American Television: Industrial Organization and Social Meaning in the 1950s; 1. The Rise of the Telefilm and the Network's Hegemony Over the Motion Picture Industry; Introduction; The Rise of the Network Monopoly; The Role of Film in the Network Monopoly; The Majors' Relation to Television; Conclusion; Notes; 2. Failed Opportunities: The Integration of the US Motion Picture and Television Industries Failed InnovationOwnership and Antitrust; Conclusion; Notes; 3. The Meaning of Memory: Family, Class and Ethnicity in Early Network Television; The Meaning of Memory; Commercial Television and Economic Change; Family Formation and the Economy - The Television View; Work, Class, and Ethnicity; Dialogue, Negotiation, and Legitimation: Method and Theory; Notes; Part II: Cultural Theory and Network Television: Mapping Economy and Subjectivity; 4. The Political Economy of the Television (Super) Text; Theorizing Television; The Form and Genealogy of the Television ""Super-Text"" The Made-For-Television MovieThe Form of Television's Discursive

Economy; Notes; 5. Viewing Television: The Metapsychology of Endless Consumption: Promise and Desire: A Contradiction: Television's Diffuse Regime: Some Implications Regarding Gender: The Politics of Interruption; Notes; 6. TV through the Looking Glass; Notes; Part III: Television Formats and the Inscription of Gender; 7. Speculations on the Relationship between Soap Opera and Melodrama; Methodological Preliminaries; Critical Categories and Gender; The Melodramatic Project; Melodrama and Realism; Melodrama and the Family Women's Culture, the Mass Media and Soap OperaSoap Opera and Domestic Fiction; Soap Opera as Serial Form; Soap Opera and Women's Culture; Soap Opera and Melodrama; Cultural Forms and National Cultures; Soap Opera Realism: Soap Opera Melodrama; Soap Opera and Gender; Soap Opera and Men's Culture; Provisional Conclusions; Notes; 8. The Return of the Unrepressed: Male Desire, Gender, and Genre; Some Questions Provoked by a Textual Excursus: The Complicity of the Male Viewer; The Gender-Genre Nexus: Untangling the Viewer's Complicity from the Nexus; Trouble in Patriarchy's Paradise? The 1980s Prepare the Way for the UnrepressedWise Guy and Thirtysomething and Gender: Autodiscursive Textual Analysis; Notes; 9. On Commuting Between Television Fiction and Real Life; On Applying a Program to Real Life: A First Look at the Data: Ludic Transitions: Forms of Identification with Characters; Formal Transitions; Conclusions; Notes; References; Part IV: Video Transformations: Gaming, Pictorialization, Surveillance: 10. Performing Style: Industrial-Strength Semiotics and the Basic Televisual Apparatus; 1. New Modes/ New Codes:; 1.1. The ""Painterly""; 1.2. IPlasticity"" 1.3. ""Transparency""

Sommario/riassunto

This work brings together writings on television published in Quarterly Review of Film and Video, from essays by Nick Browne and Beverle Houston to the latest historical and critical research. It considers television's economics, technologies, forms and audiences from a cultural perspective that links history, theory and criticism. The authors address several key issues: the formative period in American television history; the relation between television's political economy and its cultural forms; gender and melodrama; and new technologies such as video games and camcorders. Originally publish