

1. Record Nr.	UNINA9911020270703321
Autore	Ross Sharon Marie
Titolo	Beyond the Box [[electronic resource] ] : Television and the Internet
Pubbl/distr/stampa	Hoboken, : John Wiley & Sons, Ltd., 2009
ISBN	1-282-00759-9 9786612007590 1-4443-0481-X 1-4443-0482-8
Descrizione fisica	1 online resource (280 p.)
Disciplina	302.23 384.550285/4678
Soggetti	Television viewers Television viewers - Effect of technological innovations on Internet - Social aspects Interactive television Internet television Television Journalism & Communications Radio & TV Broadcasting
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Beyond the Box; Contents; Acknowledgments; Introduction: Online/Offline: What It Means to "Watch (and Make) TV" in the Age of the Internet; Chapter 1: Fascinated with Fandom: Cautiously Aware Viewers of Xena and Buffy; Chapter 2: Power to the People, or the Industry? American Idol Voting, Adult Swim Bumping, and Viral Video-ing; Chapter 3: Managing Millennials: Teen Expectations of Tele-Participation; Chapter 4: No Network Is An Island: Lost's Tele-Participation and ABC's Return to Industry Legitimacy; Conclusion: The Remains of the Day: The Future of "TV"; Index
Sommario/riassunto	Beyond the Box gives students and couch potatoes alike a better understanding of what it means to watch television in an era of profound technological change.Charts the revolution in television

viewing that is currently underway in living rooms across the world Probes how the Internet's development has altered how television is made and consumed Looks at a range of topics and programmes - from voting practices on American Idol to online forums for Buffy the Vampire Slayer fans Offers a fresh and innovative perspective that focuses on the shift in audienc

---