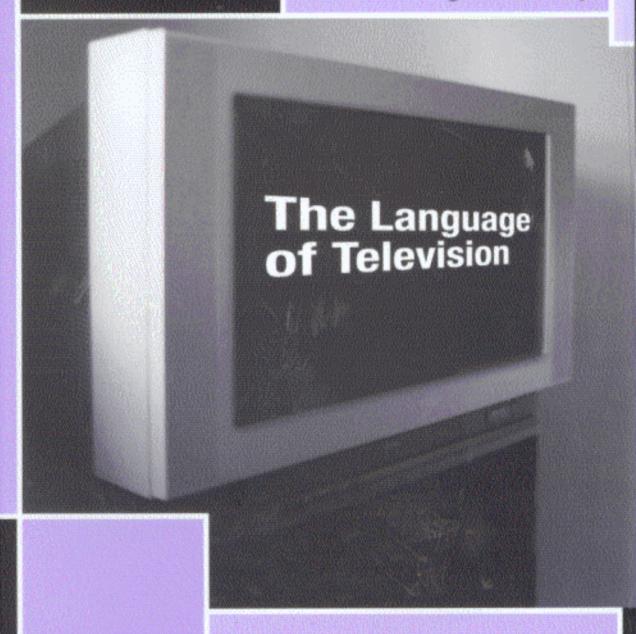
Inter text

Jill Marshall and Angela Werndly



contents

Acknowledgements ix	
Unit one: What is television?	1
The history of British television 1 Aspects of production, texts and audiences 3 The textual landscape of television 4 Television as a domestic medium 8 Television as 'storyteller' 9 Summary 13	
Unit two: Signs and signification	15
Signification 15 Semiotic analysis 18 Visual signification 22 Connotation 30 Metaphor 32 Metonymy 34 Metaphor and metonymy combined 35 Meaning in television texts 36 Summary 38	
Unit three: Forms of television	39
Genres 39 Television genres 44 Repetition and originality in genres 46 Intertextuality, hybridity and new generic forms 47 Structures and conventions in television genres 49 Television as a generic medium 54 Dominant, negotiated and oppositional readings 56 Social readers 58	
Summary 59	

Unit four: 'Live' talk	61
Television and spoken language 61 The 'voices' of television 62 Speaking on television 64 Conversation 65 Spoken language varieties on television 73	
Unit five: Represented talk	77
Defining represented talk 77 Represented talk and narrative purpose 78 Scripted conversation as real conversation 79 Realism 83 Women's represented talk 87 Summary 91	
Unit six: Discourse and television texts	93
Defining discourse 93 Discourses as ways of speaking 94 Unity, exclusion and production 95 Dominant discourses 96 Media discourses about AIDS 97 Subject-positions 101 Discourses of gender and sexuality on TV: some examples Summary 108	104
Further reading 109 Index of terms 111	