THE TILL MANAGER STUDIES READER

EDITED BY ROBERT C. ALLEN AND ANNETTE HILL

Contents

	Notes on Contributors	ix
	Acknowledgements	χV
Rol	pert C. Allen	
FRE	QUENTLY ASKED QUESTIONS: A GENERAL INTRODUCTION TO THE READER	1
PΑ	RT ONE	
Ins	titutions of Television	
INT	RODUCTION TO PART ONE	27
1	Richard Collins	
	'ISES' AND 'OUGHTS': PUBLIC SERVICE BROADCASTING IN EUROPE	33
2	Laurie Ouellette and Justin Lewis	
	MOVING BEYOND THE "VAST WASTELAND": CULTURAL POLICY AND	F 0
	TELEVISION IN THE UNITED STATES	52
3	David Hutchison	
	PROTECTING THE CITIZEN, PROTECTING SOCIETY	66
4	Tom O'Regan	
	AUSTRALIA'S TELEVISION CULTURE	79
. 5	Eileen R. Meehan and Jackie Byars	
	TELEFEMINISM: HOW LIFETIME GOT ITS GROOVE, 1984-1997	92

PART TWO Spaces of Television

INTE	RODUCTION TO PART TWO	105
6	Scott Robert Olson HOLLYWOOD PLANET: GLOBAL MEDIA AND THE COMPETITIVE ADVANTAGE OF NARRATIVE TRANSPARENCY	111
7	John Sinclair GEOLINGUISTIC REGION AS GLOBAL SPACE: THE CASE OF LATIN AMERICA	130
8	Colin Sparks THE GLOBAL, THE LOCAL AND THE PUBLIC SPHERE	139
9	Stuart Cunningham POPULAR MEDIA AS PUBLIC 'SPHERICULES' FOR DIASPORIC COMMUNITIES	151
	RT THREE des of Television	
INTRODUCTION TO PART THREE		163
10	Jason Mittell A CULTURAL APPROACH TO TELEVISION GENRE THEORY	171
11	Jérôme Bourdon LIVE TELEVISION IS STILL ALIVE: ON TELEVISION AS AN UNFULFILLED PROMISE	182
12	Derek Paget CODES AND CONVENTIONS OF DRAMADOC AND DOCUDRAMA	196
13	Margaret Morse NEWS AS PERFORMANCE: THE IMAGE AS EVENT	209
14	John Corner Adworlds	226
15	Robert C. Allen MAKING SENSE OF SOAPS	242
16	Albert Moran THE PIE AND THE CRUST: TELEVISION PROGRAM FORMATS	258

PART FOUR Making Television

NTF	NTRODUCTION TO PART FOUR			
17	John Ellis TELEVISION PRODUCTION	275		
18	John Thornton Caldwell MODES OF PRODUCTION: THE TELEVISUAL APPARATUS	293		
19	Jane Roscoe BIG BROTHER AUSTRALIA: PERFORMING THE 'REAL' TWENTY-FOUR-SEVEN	311		
20	Sonia Livingstone and Peter Lunt STUDIO DISCUSSIONS	322		
21	Nick Couldry MEDIA PILGRIMS: ON THE SET OF CORONATION STREET	332		
22	Eric Freedman PUBLIC ACCESS/PRIVATE CONFESSION: HOME VIDEO AS (QUEER) COMMUNITY TELEVISION	343		
23	Brian Larkin HAUSA DRAMAS AND THE RISE OF VIDEO CULTURE IN NIGERIA	354		
PART FIVE Social Representation on Television				
INTI	RODUCTION TO PART FIVE	367		
24	Julie D'Acci TELEVISION, REPRESENTATION AND GENDER	373		
25	Ron Becker PRIME-TIME TV IN THE GAY NINETIES: NETWORK TELEVISION, QUALITY AUDIENCES, AND GAY POLITICS	389		
26	Victoria E. Johnson WELCOME HOME?: CBS, PAX-TV, AND "HEARTLAND" VALUES IN A NEO-NETWORK ERA	404		
27	David Morley BROADCASTING AND THE CONSTRUCTION OF THE NATIONAL FAMILY	418		
28	Timothy Havens 'THE BIGGEST SHOW IN THE WORLD': RACE AND THE GLOBAL POPULARITY OF THE COSBY SHOW	442		

viii CONTENTS

PART SIX Watching Television

INTE	RODUCTION TO PART SIX	457
29	Ellen Seiter QUALITATIVE AUDIENCE RESEARCH	461
30	Hannah Davies, David Buckingham and Peter Kelley IN THE WORST POSSIBLE TASTE: CHILDREN, TELEVISION AND CULTURAL VALUE	479
31	Anna McCarthy TELEVISION WHILE YOU WAIT	494
32	Matt Hills DEFINING CULT TV: TEXTS, INTER-TEXTS AND FAN AUDIENCES	509
33	John Hartley DEMOCRATAINMENT	524
	RT SEVEN nsforming Television	
INTE	RODUCTION TO PART SEVEN	535
34	Arild Fetveit REALITY TV IN THE DIGITAL ERA: A PARADOX IN VISUAL CULTURE?	543
35	Jon Dovey CAMCORDER CULTS	557
36	Will Brooker LIVING ON DAWSON'S CREEK: TEEN VIEWERS, CULTURAL CONVERGENCE, AND TELEVISION OVERFLOW	569
37	Mark Poster POSTMODERN VIRTUALITIES	581
38	Don Slater SOCIAL RELATIONSHIPS AND IDENTITY ONLINE AND OFFLINE	596
	Caroline Dover SUGGESTIONS FOR FURTHER READING	615
	Index	625