TELEVISION AFTER TV
Essays on a Medium in Transition
Edited by Lynn Spigel and Jan Olsson
DUKE UNIVERSITY PRESS · DURHAM & LONDON 2004
CONTENTS

LYNN SPIGEL  Introduction, 1

I. INDUSTRY, PROGRAMS, AND PRODUCTION CONTEXTS

JOHN CALDWELL  Convergence Television: Aggregating Form and Repurposing Content in the Culture of Conglomeration, 41

CHARLOTTE BRUNSDON  Lifestyling Britain: The 8–9 Slot on British Television, 75

JEFFREY SCONCE  What If?: Charting Television's New Textual Boundaries, 93

WILLIAM BODDY  Interactive Television and Advertising Form in Contemporary U.S. Television, 113

LISA PARKS  Flexible Microcasting: Gender, Generation, and Television-Internet Convergence, 133
II. TECHNOLOGY, SOCIETY, AND CULTURAL FORM

WILLIAM URICCHIO Television's Next Generation: Technology/Interface Culture/Flow, 163

ANNA MCCARTHY The Rhythms of the Reception Area: Crisis, Capitalism, and the Waiting Room TV, 183

JOSTEIN GRIPSRUD Broadcast Television: The Chances of Its Survival in a Digital Age, 210

ANNA EVERETT Double Click: The Million Woman March on Television and the Internet, 224

III. ELECTRONIC NATIONS, THEN AND NOW

JAN OLSSON One Commercial Week: Television in Sweden Prior to Public Service, 249

MICHAEL CURTIN Media Capitals: Cultural Geographies of Global TV, 270

DAVID MORLEY At Home with Television, 303

PRISCILLA PEÑA OVALLE Pocho.com: Reimagining Television on the Internet, 314

IV. TELEVISION TEACHERS

LYNN SPIGEL Television, the Housewife, and the Museum of Modern Art, 349

JOHN HARTLEY From Republic of Letters to Television Republic? Citizen Readers in the Era of Broadcast Television, 386

JULIE D’ACCI Cultural Studies, Television Studies, and the Crisis in the Humanities, 418

Contributors, 447
Index, 451