



Television after TV: Essays on a Medium in Transition (Console-ing Passions)

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In the last ten years, television has reinvented itself in numerous ways. The demise of the U.S. three-network system, the rise of multi-channel cable and global satellite delivery, changes in regulation policies and ownership rules, technological innovations in screen design, and the development of digital systems like TiVo have combined to transform the practice we call watching tv. If tv refers to the technologies, program forms, government policies, and practices of looking associated with the medium in its classic public service and three-network age, it appears that we are now entering a new phase of television. Exploring these changes, the essays in this collection consider the future of television in the United States and Europe and the scholarship and activism focused on it.

With historical, critical, and speculative essays by some of the leading television and media scholars, *Television after TV* examines both commercial and public service traditions and evaluates their dual (and some say merging) fates in our global, digital culture of convergence. The essays explore a broad range of topics, including contemporary programming and advertising strategies, the use of television and the Internet among diasporic and minority populations, the innovations of new technologies like TiVo, the rise of program forms from reality tv to lifestyle programs, television's changing role in public places and at home, the Internet's use as a means of social activism, and television's role in education and the arts. In dialogue with previous media theorists and historians, the contributors collectively rethink the goals of media scholarship, pointing toward new ways of accounting for television's past, present, and future.

Contributors. William Boddy, Charlotte Brunsdon, John T. Caldwell, Michael Curtin, Julie D'Acci, Anna Everett, Jostein Gripsrud, John Hartley, Anna McCarthy, David Morley, Jan Olsson, Priscilla Peña Ovalle, Lisa Parks, Jeffrey Sconce, Lynn Spigel, William Uricchio

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Editorial Review

Review

“A terrific collection of essays by the top scholars in the field, *Television after TV* revitalizes television studies by exploring the interplay between television and new media and between corporate consolidation and new forms of programming. Not willing to rest on old paradigms or theories, the authors propose new analytical frameworks for making sense of television in the age of the Internet and beyond.”—Susan J. Douglas, Catherine Neafie Kellogg Professor of Communication Studies at the University of Michigan and coauthor of *The Mommy Myth*

“Lynn Spigel and Jan Olsson have assembled a stellar lineup of television scholars whose unique and differentiated approaches to television studies’ future also provide a fascinating overview of where we are and how we got here. These essays will set the terms for how we look at television in the twenty-first century.”—Michele Hilmes, editor of *The Television History Book*

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About the Author

Lynn Spigel is a professor in the Department of Radio/Television/Film at Northwestern University. She is the author of *Welcome to the Dreamhouse: Popular Media and Postwar Suburbs* (published by Duke University Press) and *Make Room for TV: Television and the Family Ideal in Postwar America*.

Jan Olsson is a professor in the Department of Cinema Studies at Stockholm University in Sweden. He is a coeditor of *Nordic Explorations: Film Before 1930*.

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