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PUBLIC INTERESTS

MEDIA ADVOCACY AND STRUGGLES OVER U.S. TELEVISION

Rutgers University Press Winner of the 2017 Outstanding Book Award from the Popular Communication Division of the International Communication Association (ICA) Nearly as soon as television began to enter American homes in the late 1940s, social activists recognized that it was a powerful tool for shaping the nation's views. By targeting broadcast regulations and laws, both liberal and conservative activist groups have sought to influence what America sees on the small screen. Public Interests describes the impressive battles that these media activists fought and charts how they tried to change the face of American television. Allison Perlman looks behind the scenes to track the strategies employed by several key groups of media reformers, from civil rights organizations like the NAACP to conservative groups like the Parents Television Council. While some of these campaigns were designed to improve the representation of certain marginalized groups in television programming, as Perlman reveals, they all strove for more systemic reforms, from early efforts to create educational channels to more recent attempts to preserve a space for Spanish-language broadcasting. Public Interests fills in a key piece of the history of American social reform movements, revealing pressure groups' deep investments in influencing both television programming and broadcasting policy. Vividly illustrating the resilience, flexibility, and diversity of media activist campaigns from the 1950s onward, the book offers valuable lessons that can be applied to current battles over the airwaves.

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THE ROUTLEDGE COMPANION TO MEDIA AND THE CITY

Taylor & Francis Bringing together leading scholars from around the world and across scholarly disciplines, this collection of 32 original chapters provides a comprehensive exploration of the relationships between cities and media. The volume showcases diverse methods for studying media and the city and posits "media urbanism" as an approach to the co-construction and interactions among media texts and technologies, media users, media industries, media histories, and urban space. Chapters serve as a guide to humanities-based ways of studying urban imaginaries, infrastructures and architectures, development and redevelopment, and strategies and tactics as well as a provocation toward new lines of inquiry that further explore the dense interconnectedness of media and cities. Structured thematically, the chapters are organized into four distinct sections, introduced with editorial commentary that places the chapters into conversation with each other and frames them in relation to an

overarching question, problem, or method. Part I: Imaginaries and cityscapes focuses on screen representations and mediated experiences of urban space produced and consumed by various actors; Part II: Architectures and infrastructures highlights the different ways in which built environments and socio-technical substrates that sustain differential mobilities, urban rhythms, and systems of circulation and exchange are intertwined with various forms of media and mediation; Part III: Development and redevelopment examines efforts by urban planners and designers, municipal governments, and community organizers to utilize media forms to imagine and shape the construction of the space and meaning of the city; finally, Part IV: Strategies and tactics uses categories for practices of control and resistance to investigate media and struggles for power within urban environments from surveillance and place-branding to activist media and the right to the city. *The Routledge Companion to Media and the City* provides a definitive reference for both scholars and students of urban cultures and media within the humanities.

PRECARIOUS CREATIVITY

GLOBAL MEDIA, LOCAL LABOR

Univ of California Press At free ebook version of this title is available through Luminos, University of California Press's new open access publishing program. Visit www.luminosoa.org to learn more. *Precarious Creativity* examines the seismic changes confronting media workers in an age of globalization and corporate conglomeration. This pathbreaking anthology peeks behind the hype and supposed glamor of screen media industries to reveal the intensifying pressures and challenges confronting actors, editors, electricians, and others. The authors take on pressing conceptual and methodological issues while also providing insightful case studies of workplace dynamics regarding creativity, collaboration, exploitation, and cultural difference. Furthermore, it examines working conditions and organizing efforts on all six continents, offering broad-ranging and comprehensive analysis of contemporary screen media labor in such places as Lagos, Prague, Hollywood, and Hyderabad. The collection also examines labor conditions across a range of job categories that includes, for example, visual effects, production services, and adult entertainment. With contributions from such leading scholars as John Caldwell, Vicki Mayer, Herman Gray, and Tejaswini Ganti, *Precarious Creativity* offers timely critiques of media globalization while also intervening in broader debates about labor, creativity, and precarity.

HOW TO WATCH TELEVISION, SECOND EDITION

NYU Press A new edition that brings the ways we watch and think about television up to the present We all have opinions about the television shows we watch, but television criticism is about much more than simply evaluating the merits of a particular show and deeming it "good" or "bad." Rather, criticism uses the close examination of a television program to explore that program's cultural significance, creative strategies, and its place in a broader social context. *How to Watch Television, Second Edition* brings together forty original essays—more than half of which are new to this edition—from today's leading scholars on television culture, who write about the programs they care (and think) the most about. Each essay focuses on a single television show, demonstrating one way to read the program and, through it, our media culture. From fashioning blackness in *Empire* to representation in *Orange Is the New Black* and from the role of the reboot in *Gilmore Girls* to the function of changing political atmospheres in *Roseanne*, these essays model how to practice media criticism in accessible language, providing critical insights through analysis—suggesting a way of looking at TV that students and interested viewers might emulate. The contributors discuss a wide range of television programs past and present, covering many formats and genres, spanning fiction and non-fiction, broadcast, streaming, and cable. Addressing shows from TV's earliest days to contemporary online transformations of the medium, *How to Watch Television, Second Edition* is designed to engender classroom discussion among television critics of all backgrounds.

TELEVISION HISTORY, THE PEABODY ARCHIVE, AND CULTURAL MEMORY

University of Georgia Press "Television History, The Peabody Archive, and Cultural Memory is the product of a multiyear collaboration between the Peabody Awards program and over a dozen media scholars with the intent to uncover, explore, and analyze historical television programming contained in the Peabody Awards archives at the University of Georgia. It is an intentional effort to look both wider and deeper than the well-known canon of U.S. broadcast history that dominates popular memory of the relationship of television to American society. The Peabody Archive is especially suited to this project because it is an archive of programming produced and submitted not just by the big networks in New York or Los Angeles, but by stations and media producers across the nation and, more recently, around the world. This project asks, how might these programs change our understanding of television's past, and impact the ways we think about television's present and future? What new questions can we ask and what new approaches should we take as a result of seeing and experiencing this programming? The contributions in this volume offer a dramatic range of approaches for how scholars can productively engage the archive's media and physical holdings to examine and reconsider television history"--

BROADCASTING HOLLYWOOD

THE STRUGGLE OVER FEATURE FILMS ON EARLY TV

Rutgers University Press Broadcasting Hollywood uses extensive archival research to analyze the tensions and synergies between the film and television industries in the early years of television. It draws parallels to today and the introduction of digital media to highlight how history can play a key role in helping media industry scholars and practitioners understand and navigate contemporary industrial phenomena.

THE TELEVISION CODE

REGULATING THE SCREEN TO SAFEGUARD THE INDUSTRY

University of Texas Press The broadcasting industry's trade association, the National Association of Broadcasters (NAB), sought to sanitize television content via its self-regulatory document, the Television Code. The Code covered everything from the stories, images, and sounds of TV programs (no profanity, illicit sex and drinking, negative portrayals of family life and law enforcement officials, or irreverence for God and religion) to the allowable number of commercial minutes per hour of programming. It mandated that broadcasters make time for religious programming and discouraged them from charging for it. And it called for tasteful and accurate coverage of news, public events, and controversial issues. Using archival documents from the Federal Communications Commission, NBC, the NAB, and a television reformer, Senator William Benton, this book explores the run-up to the adoption of the 1952 Television Code from the perspectives of the government, TV viewers, local broadcasters, national networks, and the industry's trade association. Deborah L. Jaramillo analyzes the competing motives and agendas of each of these groups as she builds a convincing case that the NAB actually developed the Television Code to protect commercial television from reformers who wanted more educational programming, as well as from advocates of subscription television, an alternative distribution model to the commercial system. By agreeing to self-censor content that viewers, local stations, and politicians found objectionable, Jaramillo concludes, the NAB helped to ensure that commercial broadcast television would remain the dominant model for decades to come.

THE RADIO RIGHT

HOW A BAND OF BROADCASTERS TOOK ON THE FEDERAL GOVERNMENT AND BUILT THE MODERN CONSERVATIVE MOVEMENT

Oxford University Press, USA "By the early 1960s, and for the first time in history, most Americans across the nation could tune their radio to a station that aired conservative programming from dawn to dusk. People listened to these shows in remarkable numbers; for example, the broadcaster with the largest listening audience, Carl McIntire, had a weekly audience of twenty million, or one in nine American households. For sake of comparison, that is a higher percentage of the country than would listen to conservative talk radio host Rush Limbaugh forty years later. As this Radio Right phenomenon grew, President John F. Kennedy responded with the most successful government censorship campaign of the last half century. Taking the advice of union leader Walter Reuther, the Kennedy administration used the Internal Revenue Service and the Federal Communications Commission to pressure stations into dropping conservative programs. This book reveals the growing power of the Radio Right through the eyes of its opponents using confidential reports, internal correspondence, and Oval Office tape recordings. With the help of other liberal organizations, including the Democratic National Committee and the National Council of Churches, the censorship campaign muted the Radio Right. But by the late 1970s, technological innovations and regulatory changes fueled a resurgence in conservative broadcasting. A new generation of conservative broadcasters, from Pat Robertson to Ronald Reagan, harnessed the power of conservative mass media and transformed the political landscape of America"--

A COMPANION TO THE HISTORY OF AMERICAN BROADCASTING

Wiley-Blackwell Presented in a single volume, this engaging review reflects on the scholarship and the historical development of American broadcasting A Companion to the History of American Broadcasting comprehensively evaluates the vibrant history of American radio and television and reveals broadcasting's influence on American history in the twentieth and twenty-first centuries. With contributions from leading scholars on the topic, this wide-ranging anthology explores the impact of broadcasting on American culture, politics, and society from an historical perspective as well as the effect on our economic and social structures. The text's original and accessibly-written essays offer explorations on a wealth of topics including the production of broadcast media, the evolution of various television and radio genres, the development of the broadcast ratings system, the rise of Spanish language broadcasting in the United States, broadcast activism, African Americans and broadcasting, 1950's television, and much more. This essential resource: Presents a scholarly overview of the history of radio and television broadcasting and its influence on contemporary American history Contains

original essays from leading academics in the field Examines the role of radio in the television era Discusses the evolution of regulations in radio and television Offers insight into the cultural influence of radio and television Analyzes canonical texts that helped shape the field Written for students and scholars of media studies and twentieth-century history, *A Companion to the History of American Broadcasting* is an essential and field-defining guide to the history and historiography of American broadcasting and its many cultural, societal, and political impacts.

SOVIET ADVOCACY AND THE U.S. MEDIA

A REPORT

TELECOMMUNICATIONS UPDATE

MEDIA EFFECTS

ADVANCES IN THEORY AND RESEARCH

Routledge This new edition updates and expands the scholarship of the 1st edition, examining media effects in

SOCIAL MEDIA ENTERTAINMENT

THE NEW INTERSECTION OF HOLLYWOOD AND SILICON VALLEY

NYU Press How the transformation of social media platforms and user-experience have redefined the entertainment industry In a little over a decade, competing social media platforms, including YouTube, Facebook, Twitter, Instagram, and Snapchat, have given rise to a new creative industry: social media entertainment. Operating at the intersection of the entertainment and interactivity, communication and content industries, social media entertainment creators have harnessed these platforms to generate new kinds of content separate from the century-long model of intellectual property control in the traditional entertainment industry. Social media entertainment has expanded rapidly and the traditional entertainment industry has been forced to cede significant power and influence to content creators, their fans, and subscribers. Digital platforms have created a natural market for embedded advertising, changing the worlds of marketing and communication in their wake. Combined, these factors have produced new, radically shifting demands on the entertainment industry, posing new challenges for screen regimes, media scholars, industry professionals, content creators, and audiences alike. Stuart Cunningham and David Craig chronicle the rise of social media entertainment and its impact on media consumption and production. A massive, industry-defining study with insight from over 100 industry insiders, *Social Media Entertainment* explores the latest transformations in the entertainment industry in this time of digital disruption.

TELEVISION PROGRAM MASTER INDEX

ACCESS TO CRITICAL AND HISTORICAL INFORMATION ON 2,273 SHOWS IN BOOKS, DISSERTATIONS AND JOURNAL ARTICLES, 3D ED.

McFarland This work indexes books, dissertations and journal articles that mention television shows. Memoirs, autobiographies, biographies, and some popular works meant for fans are also indexed. The major focus is on service to researchers in the history of television. Listings are keyed to an annotated bibliography. Appendices include a list of websites; an index of groups or classes of people on television; and a list of programs by genre. Changes from the second edition include more than 300 new shows, airing on a wider variety of networks; 2000-plus references (more than double the second edition); and a large increase in scholarly articles. The book provides access to materials on almost 2300 shows, including groundbreaking ones like *All in the Family* (almost 200 entries); cult favorites like *Buffy: The Vampire Slayer* (200-plus entries); and a classic franchise, *Star Trek* (more than 400 entries for all the shows). The shows covered range from the late 1940s to 2010 (*The Walking Dead*). References range from 1956 to 2013.

DISSENT, INJUSTICE, AND THE MEANINGS OF AMERICA

Princeton University Press Americans should not just tolerate dissent. They should encourage it. In this provocative and wide-ranging book, Steven Shiffirin makes this case by arguing that dissent should be promoted because it lies at the heart of a core American value: free speech. He contends, however, that the country's major institutions--including the Supreme Court and the mass media--wrongly limit dissent. And he reflects on how society and the law should change to encourage nonconformity. Shiffirin is one of the country's leading first-amendment theorists. He advances his dissent-based theory of

free speech with careful reference to its implications for such controversial topics of constitutional debate as flag burning, cigarette advertising, racist speech, and subsidizing the arts. He shows that a dissent-based approach would offer strong protection for free speech--he defends flag burning as a legitimate form of protest, for example--but argues that it would still allow for certain limitations on activities such as hate speech and commercial speech. Shiffrin adds that a dissent-based approach reveals weaknesses in the approaches to free speech taken by postmodernism, Republicanism, deliberative democratic theory, outsider jurisprudence, and liberal theory. Throughout the book, Shiffrin emphasizes the social functions of dissent: its role in combating injustice and its place in cultural struggles over the meanings of America. He argues, for example, that if we took a dissent-based approach to free speech seriously, we would no longer accept the unjust fact that public debate is dominated by the voices of the powerful and the wealthy. To ensure that more voices are heard, he argues, the country should take such steps as making defamation laws more hospitable to criticism of powerful people, loosening the grip of commercial interests on the media, and ensuring that young people are taught the importance of challenging injustice. Powerfully and clearly argued, Shiffrin's book is a major contribution to debate about one of the most important subjects in American public life.

THE FUTURE OF THE PUBLIC'S HEALTH IN THE 21ST CENTURY

National Academies Press The anthrax incidents following the 9/11 terrorist attacks put the spotlight on the nation's public health agencies, placing it under an unprecedented scrutiny that added new dimensions to the complex issues considered in this report. *The Future of the Public's Health in the 21st Century* reaffirms the vision of Healthy People 2010, and outlines a systems approach to assuring the nation's health in practice, research, and policy. This approach focuses on joining the unique resources and perspectives of diverse sectors and entities and challenges these groups to work in a concerted, strategic way to promote and protect the public's health. Focusing on diverse partnerships as the framework for public health, the book discusses: The need for a shift from an individual to a population-based approach in practice, research, policy, and community engagement. The status of the governmental public health infrastructure and what needs to be improved, including its interface with the health care delivery system. The roles nongovernment actors, such as academia, business, local communities and the media can play in creating a healthy nation. Providing an accessible analysis, this book will be important to public health policy-makers and practitioners, business and community leaders, health advocates, educators and journalists.

20 QUESTIONS ABOUT YOUTH & THE MEDIA

Peter Lang Textbook

THE HANDBOOK OF GLOBAL MEDIA AND COMMUNICATION POLICY

John Wiley & Sons *The Handbook of Global Media and Communication Policy* offers insights into the boundaries of this field of study, assesses why it is important, who is affected, and with what political, economic, social and cultural consequences. Provides the most up to date and comprehensive collection of essays from top scholars in the field Includes contributions from western and eastern Europe, North and Central America, Africa and Asia Offers new conceptual frameworks and new methodologies for mapping the contours of emergent global media and communication policy Draws on theory and empirical research to offer multiple perspectives on the local, national, regional and global forums in which policy debate occurs

INVESTIGATING SOCIAL PROBLEMS

SAGE "Given the complexity of the issues, the study of social problems requires, indeed demands, specialized focus by experts." -A. Javier Treviño Welcome to a new way of Investigating Social Problems. In this groundbreaking new text, general editor A. Javier Treviño, working with a panel of experts, thoroughly examines all aspects of social problems, providing a contemporary and authoritative introduction to the field. Each chapter is written by a specialist on that particular topic. This unique, contributed format ensures that the research and examples provided are the most current and relevant in the field. The chapters carefully follow a model framework to ensure consistency across the entire text and provide continuity for the reader. The text is framed around three major themes: intersectionality (the interplay of race, ethnicity, class, and gender), the global scope of many problems, and how researchers take an evidence-based approach to studying problems.

COMMODITY ACTIVISM

CULTURAL RESISTANCE IN NEOLIBERAL TIMES

NYU Press Buying (RED) products—from Gap T-shirts to Apple—to fight AIDS. Drinking a "Caring Cup" of coffee at the Coffee Bean & Tea Leaf to support fair trade. Driving a Toyota Prius to fight global warming. All these commonplace activities point to a central feature of contemporary culture: the most common way we participate in social activism is by buying something. Roopali Mukherjee and Sarah Banet-Weiser have gathered an exemplary group of scholars to explore this new landscape through a series of case studies of "commodity activism." Drawing from television, film, consumer activist

campaigns, and cultures of celebrity and corporate patronage, the essays take up examples such as the Dove "Real Beauty" campaign, sex positive retail activism, ABC's Extreme Home Makeover, and Angelina Jolie as multinational celebrity missionary. Exploring the complexities embedded in contemporary political activism, Commodity Activism reveals the workings of power and resistance as well as citizenship and subjectivity in the neoliberal era. Refusing to simply position politics in opposition to consumerism, this collection teases out the relationships between material cultures and political subjectivities, arguing that activism may itself be transforming into a branded commodity.

REMAKING MEDIA

THE STRUGGLE TO DEMOCRATIZE PUBLIC COMMUNICATION

Routledge Remaking Media is a unique and timely reading of the contemporary struggle to democratize communication. With a focus on activism directed towards challenging and changing media content, practices and structures, the book explores the burning question: What is the political significance and potential of democratic media activism in the western world today? Taking an innovative approach, Robert Hackett and William Carroll pay attention to an emerging social movement that appears at the cutting edge of cultural and political contention, and ground their work in three scholarly traditions that provide interpretive resources for the study of democratic media activism: political theories of democracy critical media scholarship the sociology of social movements. Remaking Media examines the democratization of the media and the efforts to transform the machinery of representation. Such an examination will prove invaluable not only to media and communication studies students, but also to students of political science.

BROWN AND BLACK COMMUNICATION

LATINO AND AFRICAN AMERICAN CONFLICT AND CONVERGENCE IN MASS MEDIA

Greenwood Publishing Group Brings together interdisciplinary works that examine conflicts and convergences among Latinos and African Americans in mass-mediated and cross-cultural contexts.

CONVERGING MEDIA, DIVERGING POLITICS

A POLITICAL ECONOMY OF NEWS MEDIA IN THE UNITED STATES AND CANADA

Lexington Books What purpose does the news media serve in contemporary North American society? In this collection of essays, experts from both the United States and Canada investigate this question, exploring the effects of media concentration in democratic systems. Specifically, the scholars collected here consider, from a range of vantage points, how corporate and technological convergence in the news industry in the United States and Canada impacts journalism's expressed role as a medium of democratic communication. More generally, and by necessity, Converging Media, Diverging Politics speaks to larger questions about the role that the production and circulation of news and information does, can, and should serve. The editors have gathered an impressive array of critical essays, featuring interesting and well-documented case studies that will prove useful to both students and researchers of communications and media studies.

KIDS RULE!

NICKELODEON AND CONSUMER CITIZENSHIP

Duke University Press Sarah Banet-Weiser explores how the cable network Nickelodeon combines an appeal to kids formidable purchasing power with assertions of their political and cultural power.

MEDIA INDUSTRIES

HISTORY, THEORY, AND METHOD

John Wiley & Sons Comprised of newly commissioned essays by leading scholars in film, communications and cultural studies, this book presents a unique road map of critical thinking and history analysis.

THE INDECENT SCREEN

REGULATING TELEVISION IN THE TWENTY-FIRST CENTURY

Rutgers University Press *The Indecent Screen* explores clashes over indecency in broadcast television among U.S.-based media advocates, television professionals, the Federal Communications Commission, and TV audiences. Cynthia Chris focuses on the decency debates during an approximately twenty-year period since the Telecommunications Act of 1996, which in many ways restructured the media environment. Simultaneously, ever increasing channel capacity, new forms of distribution, and time-shifting (in the form of streaming and on-demand viewing options) radically changed how, when, and what we watch. But instead of these innovations quelling concerns that TV networks were too often transmitting indecent material that was accessible to children, complaints about indecency skyrocketed soon after the turn of the century. Chris demonstrates that these clashes are significant battles over the role of family, the role of government, and the value of free speech in our lives, arguing that an uncensored media is so imperative to the public good that we can, and must, endure the occasional indecent screen.

THE PRAEGER HANDBOOK OF MEDIA LITERACY [2 VOLUMES]

ABC-CLIO This groundbreaking two-volume set provides readers with the information they need to grasp new developments in the swiftly evolving field of media literacy.

PREVENTING ALCOHOL-RELATED PROBLEMS ON CAMPUS

IMPAIRED DRIVING : A GUIDE FOR PROGRAM COORDINATORS

U.S. Government Printing Office This guide presents detailed descriptions of potentially effective approaches to preventing impaired driving by college students due to alcohol abuse. Chapter 1 provides an overview of alcohol-impaired driving and discusses changes in public attitudes, the scope of the problem, involvement of teens and young adults, and the challenge of reaching college students. Chapter 2, on increasing awareness, discusses typical awareness messages, national awareness programs ("Students Against Driving Drunk" and "Boost Alcohol Consciousness Concerning the Health of University Students" (BACCHUS)), and designing awareness messages for young adults. A chapter on alternative transportation programs reviews the designated driver program and safe ride programs. Next, a review of responsible beverage service programs includes the "Training for Intervention Procedures by Servers of Alcohol" (TIPS) program, and the "Stanford Community Responsible Hospitality Project". Deterrence strategies to prevent alcohol-impaired driving are discussed in the fifth chapter and include use of sobriety checkpoints, controlling student access to alcohol, and school-imposed penalties. The final chapter is a call for public action. Appendices provide a Risk Assessment Form from the Stanford project, sources of other information and resources, and a list of publications. (MAH)

TARGET

PRIME TIME : ADVOCACY GROUPS AND THE STRUGGLE OVER ENTERTAINMENT TELEVISION

SPORTS TV

Routledge This book offers an introductory guide to sports TV, its history in the United States, the genre's defining characteristics, and analysis of its critical significance for the business practices, formal properties, and social, cultural, and political meanings of the medium. Victoria E. Johnson discusses a range of examples, from textual analysis of programs such as Monday Night Football and Being Serena to examination of television rights details, to sports TV's technological innovations and engagement of critical political debates. Johnson examines sports TV from its introduction to the ESPN+ era. She proposes that sports, as seen on TV in all of its iterations, is the central cultural forum for working through questions of community ideals, struggles over national and regional mythologies, and questions of representative citizenship. This book is an ideal guide for students and scholars of television, media, and cultural studies as well as those with an interest in television genre, sports TV history, and contemporary sport and media culture.

ADVOCACY COALITIONS AND DEMOCRATIZING MEDIA REFORMS IN LATIN AMERICA

WHOSE VOICE GETS ON THE AIR?

Springer This book examines democratizing media reforms in Latin America. The author explains why some countries have recently passed such reforms in the broadcasting sector, while others have not. By offering a civil society perspective, the author moves beyond conventional accounts that perceive media reforms primarily as a form of government repression to punish oppositional media. Instead, he highlights the pioneering role of civil society coalitions, which have managed to revitalize the debate on communication rights and translated them into specific regulatory outcomes such as the promotion

of community radio stations. The book provides an in-depth, comparative analysis of media reform debates in Argentina and Brazil (analyzing Chile and Uruguay as complementary cases), supported by original qualitative research. As such, it advances our understanding of how shifting power relations and social forces are affecting policymaking in Latin America and beyond.

TELEVISION STUDIES

John Wiley & Sons Television Studies provides an overview of the origins, central ideas, and intellectual traditions of this exciting field. What have been the primary areas of inquiry in television studies? Why and how did these areas develop? How have scholars studied them? How are they developing? What have been the discipline's key works? This book answers these questions by tracing the history of television studies right up to the digital present, surveying emerging scholarship, and addressing new questions about the field's relationship with the digital. The second edition includes an examination of how internet-distributed services such as Netflix have adjusted the stories, industrial practices, and audience experience of television. For all those wondering how to study television, or even why to study television, this new edition of Television Studies will provide a clear and engaging overview of key topics. The book works as a stand-alone introduction and, by placing key works in a broader context, can also provide an excellent basis for an entire course.

STRUGGLING FOR ORDINARY

MEDIA AND TRANSGENDER BELONGING IN EVERYDAY LIFE

NYU Press An in-depth look at the role of media in the struggle for transgender inclusion From television shows like Orange is the New Black and Transparent, to the real-life struggles of Caitlyn Jenner splashed across the headlines, transgender visibility is on the rise. But what was it like to live as a transgender person in a media environment before this transgender boom in television? While pop culture imaginations of transgender identity flourish and shape audience's perceptions of trans identities, what does this new media visibility mean for transgender individuals themselves? Struggling for Ordinary engagingly answers these questions, offering a snapshot of how transgender individuals made their way toward a sense of ordinary life by integrating available media into their everyday experiences. Drawing on in-depth interviews with transgender communities, Andre Cavalcante offers a richly detailed account of how the media impacts the lives and experiences of transgender individuals. He grippingly looks at the emotional toll that media takes on this population along with their resilience in the face of disempowerment. Deeply rooted in the life stories of transgender people, the book uses everyday circumstances to show how media and technology operate as a medium through which transgender individuals are able to cultivate an understanding of their identities, build inhabitable worlds, and achieve the routine affordances of everyday life from which they are often excluded. Expertly researched and eloquently argued, Struggling for Ordinary sheds a fascinating new light of the everyday struggles of individuals and communities, to seek a life in which transgender identity is fully integrated into the ordinary.

ENCYCLOPEDIA OF JOURNALISM. 6. APPENDICES

SAGE "Written in a clear and accessible style that would suit the needs of journalists and scholars alike, this encyclopedia is highly recommended for large news organizations and all schools of journalism."--Starred Review, Library Journal Journalism permeates our lives and shapes our thoughts in ways we've long taken for granted. Whether we listen to National Public Radio in the morning, view the lead story on the Today show, read the morning newspaper headlines, stay up-to-the-minute with Internet news, browse grocery store tabloids, receive Time magazine in our mailbox, or watch the nightly.

MEDIA ADVOCACY AND PUBLIC HEALTH

POWER FOR PREVENTION

SAGE Using the media to promote public health is an innovative and valuable approach. Media Advocacy and Public Health develops the concept of media advocacy as a central strategy for the prevention of public health problems. How we think about health problems, and what we do about them, is largely determined by how they are reported on television, radio, and in the newspaper. Often, crucial issues of public health policy are discussed and decided only after they are made visible by the media. A traditional communication strategy like social marketing focuses on giving people a message. Media advocacy gives people a voice. The first book of its kind, Media Advocacy and Public Health lays out the theoretical framework and practical guidelines to successful media advocacy strategies. Eight case studies, ranging from alcohol to AIDS, vividly illustrate how media advocacy has been successfully applied.

DEMOCRACY WITHOUT JOURNALISM?

CONFRONTING THE MISINFORMATION SOCIETY

Oxford University Press As local media institutions collapse and news deserts sprout up across the country, the US is facing a profound journalism crisis. Meanwhile, continuous revelations about the role that major media outlets--from Facebook to Fox News--play in the spread of misinformation have exposed deep pathologies in American communication systems. Despite these threats to democracy, policy responses have been woefully inadequate. In *Democracy Without Journalism?* Victor Pickard argues that we're overlooking the core roots of the crisis. By uncovering degradations caused by run-amok commercialism, he brings into focus the historical antecedents, market failures, and policy inaction that led to the implosion of commercial journalism and the proliferation of misinformation through both social media and mainstream news. The problem isn't just the loss of journalism or irresponsibility of Facebook, but the very structure upon which our profit-driven media system is built. The rise of a "misinformation society" is symptomatic of historical and endemic weaknesses in the American media system tracing back to the early commercialization of the press in the 1800s. While professionalization was meant to resolve tensions between journalism's public service and profit imperatives, Pickard argues that it merely camouflaged deeper structural maladies. Journalism has always been in crisis. The market never supported the levels of journalism--especially local, international, policy, and investigative reporting--that a healthy democracy requires. Today these long-term defects have metastasized. In this book, Pickard presents a counter-narrative that shows how the modern journalism crisis stems from media's historical over-reliance on advertising revenue, the ascendance of media monopolies, and a lack of public oversight. He draws attention to the perils of monopoly control over digital infrastructures and the rise of platform monopolies, especially the "Facebook problem." He looks to experiments from the Progressive and New Deal Eras--as well as public media models around the world--to imagine a more reliable and democratic information system. The book envisions what a new kind of journalism might look like, emphasizing the need for a publicly owned and democratically governed media system. Amid growing scrutiny of unaccountable monopoly control over media institutions and concerns about the consequences to democracy, now is an opportune moment to address fundamental flaws in US news and information systems and push for alternatives. Ultimately, the goal is to reinvent journalism.

TV SNAPSHOTS

AN ARCHIVE OF EVERYDAY LIFE

Duke University Press In *TV Snapshots*, Lynn Spigel explores snapshots of people posing in front of their television sets in the 1950s through the early 1970s. Like today's selfies, TV snapshots were a popular photographic practice through which people visualized their lives in an increasingly mediated culture. Drawing on her collection of over 5,000 TV snapshots, Spigel shows that people did not just watch TV: women used the TV set as a backdrop for fashion and glamour poses; people dressed in drag in front of the screen; and in pinup poses, people even turned the TV setting into a space for erotic display. While the television industry promoted on-screen images of white nuclear families in suburban homes, the snapshots depict a broad range of people across racial, ethnic, and class backgrounds that do not always conform to the reigning middle-class nuclear family ideal. Showing how the television set became a central presence in the home that exceeded its mass entertainment function, Spigel highlights how TV snapshots complicate understandings of the significance of television in everyday life.

YOUTH CULTURES

TEXTS, IMAGES, AND IDENTITIES

Greenwood Publishing Group The contributors to this volume present challenging ways of applying critical ideas and theoretical frameworks to the crucial issues that surround youth and the cultures they inhabit as evidenced in their literature, magazines, computer games, films, television programs, popular music, and fashion.

INFORMATION NEEDS OF COMMUNITIES

THE CHANGING MEDIA LANDSCAPE IN A BROADBAND AGE

DIANE Publishing In 2009, a bipartisan Knight Commission found that while the broadband age is enabling an info. and commun. renaissance, local communities in particular are being unevenly served with critical info. about local issues. Soon after the Knight Commission delivered its findings, the FCC initiated a working group to identify crosscurrent and trend, and make recommendations on how the info. needs of communities can be met in a broadband world. This report by the FCC Working Group on the Info. Needs of Communities addresses the rapidly changing media landscape in a broadband age. Contents: Media Landscape; The Policy and Regulatory Landscape; Recommendations. Charts and tables. This is a print on demand report.