

The Television Will be Revolutionized, 2007, 321 pages, Amanda D. Lotz, 0814752322, 9780814752326, NYU Press, 2007

Choice Outstanding Academic Title for 2008 After occupying a central space in American living rooms for the past fifty years, is television, as we've known it, dead? The capabilities and features of that simple box have been so radically redefined that it's now nearly unrecognizable. Today, viewers with digital video recorders such as TiVo may elect to circumvent scheduling constraints and commercials. Owners of iPods and other portable viewing devices are able to download the latest episodes of their favorite shows and watch them whenever and wherever they want. Still others rent television shows on DVD, or download them through legal and illegal sources online. But these changes have not been hastening the demise of the medium. They are revolutionizing it. *The Television Will Be Revolutionized* examines television at the turn of the twenty-first century: what Amanda D. Lotz terms the post-network era. Television, both as a technology and a tool for cultural storytelling, remains as important today as ever, but it has changed in fundamental ways as the result of technological innovations, proliferating cable channels targeting ever more specific niche audiences, and evolving forms of advertising such as product placement and branded entertainment. Many of the conventional practices and even the industry's basic business model are proving unworkable in this new context, resulting in a crisis in norms and practices. Through interviews with those working in the industry, attendance of various industry summits and meetings, surveys of trade publications, and consideration of an extensive array of popular television shows, Lotz takes us behind the screen to explore what is changing, why it's changing, and why these changes matter.

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Beyond Prime Time Television Programming in the Post-Network Era, Amanda D. Lotz, Jun 10, 2009, Social Science, 210 pages. Daytime soap operas. Evening news. Late-night talk shows. Television has long been defined by its daily schedule, and the viewing habits that develop around it. Technologies.

Culture Conglomerates Consolidation in the Motion Picture and Television Industries, William M. Kunz, 2007, Law, 262 pages. Explains conglomeration and regulation in the film and television industries, covering its history as well as the contemporary scene. Useful as a supplement for a variety of.

SWITCHING CHANNELS , Richard E. Caves, 2005, Biography & Autobiography, 360 pages. Media critics invariably disparage the quality of programming produced by the U.S. television industry. But why the industry produces what it does is a question largely unasked.

Media Economics Theory and Practice, Alison Alexander, James Owers, Rodney A. Carveth, C. Ann Hollifield, Albert N. Greco, Nov 1, 2003, Language Arts & Disciplines, 312 pages. This thoroughly updated third edition focuses on the primary concerns of media economics, the techniques of economic and business analysis, and the overall characteristics of.

Audience Evolution New Technologies and the Transformation of Media Audiences, Philip M. Napoli, 2011, Business & Economics, 248 pages. "Philip M. Napoli offers a rich and original synthesis of the many factors that help construct the audience, as well as the social, economic, and legal consequences of that.

Broadcasting & Cable, Volume 137 , , 2007, Broadcasting, . .

Television and American Culture , Jason Mittell, 2010, Performing Arts, 465 pages. Television and American Culture: An Overview introduces students to the study of television by looking at American television from a cultural perspective. The book is written.

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Integrating Mission and Strategy for Nonprofit Organizations , James A. Phills Jr. Associate Professor of Organizational Behavior Stanford Graduate School of Business, Jun 25, 2005, Business & Economics, 272 pages. Today's nonprofit organizations face an environment characterized by higher levels of competition for funding, clients and audiences, talent, and recognition. In addition, they

Success Secrets of Social Media Marketing Superstars , Mitch Meyerson, Jun 21, 2010, Business & Economics, 335 pages. Online marketing expert Mitch Meyerson presents you with an unmatched advantage into the world of social media

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