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Television And American Culture



Synopsis

To understand American popular culture, we need to come to grips with the enormous role that television has played in shaping that culture over the past sixty years. In this timely and provocative book, Jason Mittell provides students with a uniquely thorough look at the medium of television. Exploring television at once as a technological medium, an economic system, a facet of democracy, and a part of everyday life, this landmark text uses numerous sidebars and case studies to demonstrate the past, immediate, and far-reaching effects of American culture on television--and television's influence on American culture. Arranged topically, the book provides a broad historical overview of television while also honing in on such finer points as the formal attributes of its various genres and its role in gender and racial identity formation. Replete with examples, this pedagogically rich text includes many end-of-chapter case studies and narratives with suggestions for further reading--and, appropriately, viewing. Illustrations and photographs--primarily DVD grabs--contextualize historical footage and older television programs that may not be familiar to younger students. A multi-disciplinary approach to American television, *Television and American Culture* is ideal for an array of intermediate undergraduate- and beginning graduate-level courses, including: * Television Criticism * Television & American Culture * Television & Society * Introduction to Media Studies * American Popular Culture * Radio & TV * History of Mass Communication * Broadcasting & Broadcast Programming For more information about this book, including updates, corrections, links, videos, and teaching resources, visit the companion website at <http://tvamericanculture.net>.

Book Information

Paperback: 450 pages

Publisher: Oxford University Press; 1 edition (February 18, 2009)

Language: English

ISBN-10: 0195306678

ISBN-13: 978-0195306675

Product Dimensions: 9.1 x 1 x 6 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 12 customer reviews

Best Sellers Rank: #21,946 in Books (See Top 100 in Books) #16 in [Books > Humor &](#)

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Customer Reviews

"A terrific introduction to the study of television, this textbook masterfully integrates a look at American television's industrial practices, its genres and narrative strategies, and its cultural roles. Professors will find this textbook comprehensive and well-organized, while students will find it engaging and provocative."--Ethan Thompson, Texas A&M University, Corpus Christi

"Mittell brings much needed energy to television studies--a well-rounded treatment of television as culture, industry, form, production, and technology."--Anandam Kavoori, University of Georgia

Jason Mittell is Associate Professor of American Studies and Film & Media Culture at Middlebury College. He is the author of *Genre and Television: From Cop Shows to Cartoons in American Culture* (2004), numerous journal essays and book chapters, and the blog, "Just TV."

Needed for school. Great book.

Good at looking at how TV is at the center of American popular culture. Looks into how TV shows are created. The book gives you the tools to understand in a critical light, how TV works.

This book is a must have for Cultural Studies theorists working in TV. It was a primary source for me in writing my dissertation.

interesting topics in television and american culture. Needed for a Com class in college

This textbook is very informative and it helps me with my assignment

This book goes into detail about television history, economics, mechanics, etc. A book that seems like it would be a fun book to read is actually a text book. If you are interested in the detailed history of radio, television, etc, this text is for you.

Purchased it for school

good rental

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