



The Hebrew University of Jerusalem

Syllabus

Television: Social and Culture Issues - 50019

Last update 18-09-2022

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Communication & Journalism

Academic year: 0

Semester: 1st Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Prof. Paul Frosh

Coordinator Email: paul.frosh@mail.huji.ac.il

Coordinator Office Hours: Mondays 1500-1600

Teaching Staff:

Prof Paul Frosh

Course/Module description:

Following its inception in the mid-twentieth century, television held sway as the dominant communications medium of the modern world. Yet television today seems to have relinquished its social centrality to new digital media such as the internet and social network platforms. And how are we to understand the changes affecting the medium – including the rise of new corporations such as Netflix and HBO and new forms of consumption such as streaming and binge viewing? Do such changes signal the death of television or its transformation from a culturally base medium into a creative source of high social, cultural and artistic value? The course will focus on these and related issues from a historical and theoretical perspective. We will discuss the formation of television as a communications technology, its place in both public and domestic environments, the connection between television and the perception of time and space, the aesthetics of television, television genres, television audiences, the relationships between television and other media, and, of course, the transformations of the medium in the digital era.

Course/Module aims:

The course is a seminar class. Every student must read the compulsory material, watch the set 'film' texts, and if writing a seminar, present their seminar topic to the class. The final assignment is a seminar paper whose topic is selected in consultation with the course lecturer.

Learning outcomes - On successful completion of this module, students should be able to:

- To explain the main theories and topics in television research.
- To develop high levels of competence in conceptualizing television's core characteristics and its social and cultural roles.
- To produce in-depth critical readings of advanced theoretical writings in the field.
- To compare and contrast central thinkers and schools of thought and to interpret and evaluate their points of similarity and difference.
- To analyze contemporary empirical developments and their repercussions for television in the light of the theories studied.
- To undertake an independent research project, culminating in a seminar paper, on a theoretical or empirical subject relevant to the seminar topic.

Attendance requirements(%):

100

Teaching arrangement and method of instruction: Lectures, discussions and presentations

Course/Module Content:

1. Introduction: Television as a medium in transmission.
- 2-3. Aesthetic and communicative characteristics.
4. Broadcasting, the nation, and mass culture
5. Industry, ideology, consumerism and power
6. Reception and the audience
7. Television, the everyday, and the unknown
8. Television genres 1: traditional genres and formats
9. Television genres 2: from television documentary to reality TV
10. Television genres 3: intertextuality and reflexivity
11. Television in the digital age

Required Reading:

The final version of the reading list will be distributed at the beginning of the course.

שיעור 2-3 מאפיינים אסתטיים ותקשורתיים
דיון בסרט: פרנהייט 451

Booth, W. (1994) 'The Company We Keep: Self-Making in Imaginative Art, Old and New'. In:

ת, ליבס. ומ, טלמון. תקשורת כתרבות: יצירת משמעות כמפגש בין טקסט לבין קוראים (מקראה, כרך ב'). תל-אביב: האוניברסיטה הפתוחה. ע"ע 81-55.

Also in: *Daedalus III* (4), 1982: 33-59.

Also in: H. Newcomb (ed.) *Television: The Critical View*, First Edition, Oxford: Oxford University Press: 503-515.

Ellis, J. (1992) 'Broadcast TV as Sound and Image' in Gerald Mast, Marshall Cohen and Leo Baudry (eds.) *Film Theory and Criticism*. Oxford: Oxford University Press: 341-350.

שיעור 4 שידור רחב, האומה ותרבות המונים
דיון בסרט: חידון האשליות

Scannell, P. (1989) 'Public Service Broadcasting and Modern Public Life', *Media, Culture and Society* 11: 135-66.

4. Katz, E. (1996) "And Deliver Us From Segmentation". *Annals of the American Academy of Political and Social Science* 546: 22-33.

שיעור 5 תעשייה, אידיאולוגיה, צרכנות וכוח
דיון בסרט: רשת שידור

Matthew McAllister (2000) 'From Flick to Flack: The Increased Emphasis on Marketing by Media Entertainment Corporations' in Andersen R. and Strate L. (eds) *Critical Studies in Media Commercialism*. Oxford University Press, Oxford, pp. 101-122.

שיעור 6 התקבלות והקהל: סוגיות היסטוריות ותיאורטיות

Spigel, L. (1990) 'Television in the Family Circle: The Popular Reception of a New Medium'. In Mellencamp, P. (ed.) *Logics of Television: Essays in Cultural Criticism*. Bloomington, Indiana and London: Indiana University Press and BFI Publishing: 73-97.

Also in: Spigel, L. (1992) *Make Room For TV: Television and the Family Ideal in Postwar America*. Chicago: University of Chicago Press. Chapter 2: 36-72.

Lisbet van Zoonen (2004) "Imagining the Fan Democracy". *European Journal of Communication* 19(1): 39-52.

שיעור 7 טלוויזיה, היומיום והבלתי-נודע
דיון בסרט: הצלצל

Morley, D. (2004) 'At Home With Television'. In Spigel, L. and Olsson, J. (eds) *Television After TV: Essays on a Medium in Transition*. Durham, NC., Duke University Press: 303-323.

Sconce, J. (2000) 'Static and Stasis' in *Haunted Media: Electronic Presence from Telegraphy to Television*. Durham: Duke University Press: 124-166.

שיעור 8 ז'נארים טלוויזיוניים 1: ז'אנר, פורמט וסוגות מסורתיות

Mittell, J. (2001) 'A Cultural Approach to Television Genre Theory'. *Cinema Journal* 40 (3): 3-24.

שיעור 9 ז'נארים טלוויזיוניים 2: מסרטים תיעודיים לריאליטי טלוויזיה

Andrejevic, M (2002) "The Kinder, Gentler Gaze of Big Brother: Reality TV in the Era of Digital Capitalism". *New Media and Society* 4(2): 251-270.

Couldry, N. (2002) 'Playing for Celebrity: Big Brother as a Ritual Event'. *Television and New Media* 3 (3): 283-293.

שיעור 10 ז'נארים טלוויזיוניים 3: אינטר-טקסטואליות ורפלקסיביות

Mittel, J. (2001) 'Cartoon Realism: Genre Mixing and the Cultural Life of The

Simpsons'. *The Velvet Light Trap* 47: 15-28.

שיעור 11 טלוויזיה בעידן הדיגיטלי

Lotz, A. (2009) *What Is U.S. Television Now? The Annals of the American Academy of Political and Social Science* 625: 49-59.

Jenkins, H. (2004) "The cultural logic of media convergence". *International Journal of Cultural Studies* 7(1): 33-43.

Additional Reading Material:

שיעורים 2-3 מאפיינים אסתטיים ותקשורתיים

Raymond Williams (1990) 'Programming As Sequence or Flow'. In Chapter 2, 'Programming: Distribution and Flow', of *Television: Technology and Cultural Form*. Routledge, London: 86-96.

Bourdon, J. (2000) 'Live Television is Still Alive: On Television as an Unfulfilled Promise'. *Media, Culture and Society* 22(5): 531-56.

Caldwell, J. (1995) 'Excessive Style: The Crisis of Network Television'. Chapter 1 in *Televisuality: Style, Crisis and Authority in American Television*. New Brunswick, New Jersey: Rutgers University Press: 3-31.

Also in: Newcomb, H. (ed.) (2000) *Television: The Critical View* (6th edition). Oxford, Oxford University Press: 649-686.

McLuhan, M. (1998/1964) 'Television: The Timid Giant'. Chapter 31 in *Understanding Media: The Extensions of Man*. Cambridge, Mass., MIT Press: 308-337.

Frosh, P. (2009) 'The Face of Television', *Annals of the American Academy of Political and Social Science* 625: 87-102.

שיעור 4 שידור רחב, האומה ותרבות המונים

גריפסרוד, י (1998/2003) 'טלוויזיה, שידור, שטף: דימויי מפתח בתיאוריה של הטלוויזיה'. בתוך: ת, ליבס. ומ, טלמון. תקשורת כתרבות: יצירת משמעות כמפגש בין טקסט לבין קוראים (מקראה, כך ב'). תל-אביב: האוניברסיטה הפתוחה. ע"ע 150-132.

Oren, T. (2003) "The Belly Dancer Strategy: Israeli Educational Television and its Alternatives". *Media, Culture & Society*, 25 (2): 167-186.

Bourdon, J. (2004) 'Old and New Ghosts: Public Service Television and the Popular – A History'. *European Journal of Cultural Studies* 7 (3): 283-304.

Morley, D. (2000) 'Broadcasting and the Construction of the National Family'. Chapter 5 in *Home Territories: Media, Mobility and Identity*. London: Routledge.

Marc, D (2000) 'What Was Broadcasting?'. In Newcomb, H. (ed.) *Television: The Critical View* (6th edition). Oxford, Oxford University Press: 629-648.

שיעור 5 תעשייה, אידיאולוגיה, צרכנות וכוח

גיטלין, ט. (1995), 'אידיאולוגיה של "זמן צפיית שיא": התהליך ההגמוני בבידור המשודר בטלוויזיה'. בתוך כספי, ד. (עורך) *תקשורת המונים, זרמים ואסכולות מחקר (מקראה)* תל אביב, האוניברסיטה הפתוחה. ע"ע 144-164.

פריט זה מופיע גם באנגלית:

[Todd Gitlin (2000) 'Prime Time Ideology: The Hegemonic Process in Television Entertainment'. In Newcomb, H. (ed.) *Television: The Critical View* (6th edition). Oxford, Oxford University Press: 629-648.]

Eileen R. Meehan (2005) "Watching Television: A Political Economic Approach". In Janet Wasko (ed). *A Companion to Television*, Oxford, Blackwell 238-255.

Robin Andersen (1992) 'Advertising, Economics and the Media', Chapter 1 in *Consumer Culture and TV Programming*. Westview Press, Boulder: 14-50.

Edward Herman and Robert McChesney (1997) 'The Global Media in the Late 1990s', Chapter 2 of *The Global Media: The New Missionaries of Corporate Capitalism*, Cassell, London: 41-69.

James Curran (2004) 'Globalization, Social Change and Television Reform', Chapter 7 of *Media and Power*. Routledge, London, pp. 187-216.

שיעור 6 התקבלות והקהל: סוגיות היסטוריות ותיאורטיות

Jenkins, H. (2000) 'Star Trek Rerun, Reread, Rewritten: Fan Writing as Textual Poaching'. In Newcomb, H. (ed.) *Television: The Critical View* (6th edition). Oxford, Oxford University Press: 470-491.

Hartley, J. (2004) 'From Republic of Letters to Television Republic? Citizen Readers in the Era of Broadcast Television'. In Spigel, L. and Olsson, J. (eds) *Television After TV: Essays on a Medium in Transition*. Durham, NC., Duke University Press: 386-417.

Dayan D. (2001) "The Peculiar Public of Television", *Media, Culture and Society* 23(6): 743-765.

Allen, R. C. (1992) 'Audience-Oriented Criticism and Television'. In Allen, R. C. (ed) *Channels of Discourse Reassembled: Television and Contemporary Criticism* (2nd edition). London, Routledge: 101-137.

שיעור 7 טלוויזיה, היומיום והבלתי-נודע

Bonner, F. (2003) 'What is Ordinary Television?'. Chapter 2 in *Ordinary Television: Analyzing Popular TV*. London, Sage: 29-63.

Scannell, P. (1989) 'Radio Times: The Temporal Arrangements of Broadcasting in the Modern World'. In *Television and its Audience: International Research Perspectives*. London, BFI Publishing: 15-31.

Gauntlett, D. and Hill, A. (1999) 'Television and Everyday Life'. Chapter 2 in *TV Living: Television, Culture and Everyday Life*. London, Routledge: 21-51.

שיעור 8 ז'נארים טלוויזיוניים 1: ז'אנר, פורמט וסוגות מסורתיות

Waisbord, S. (2004) 'McTV: Understanding the Popularity of Global Television Formats'. *Television and New Media* 5 (4): 359-383.

Morse, M. (2004) 'News as Performance: The Image as Event'. In Allen, R. C. and Hill, A. (eds) *The Television Studies Reader*. London: Routledge: 209-225.

מודלסקי, ט. (1979/2003) 'חיפוש אחר המחר באופרות הסבון של היום' בתוך: ת, ליבס. ומ, טלמון. תקשורת כתרבות: יצירת משמעות כמפגש בין טקסט לבין קוראים (מקראה, כרך ב'). תל-אביב: האוניברסיטה הפתוחה. ע"ע 174-162.

שיעור 9 ז'נארים טלוויזיוניים 2: מסרטים תיעודיים לריאליטי טלוויזיה

Corner, J. (1995) 'Civic Visions: Forms of Documentary'. Chapter 4 in *Television Form and Public Address*. London, Edward Arnold: 77-104.
Also in: Newcomb, H. (ed.) (2000) *Television: The Critical View* (6th edition). Oxford, Oxford University Press: 207-236.

Holmes, S. (2004) "'Reality Goes Pop!"; Reality TV, Popular Music, and Narratives of Stardom in Pop Idol'. *Television and New Media* 5 (2): 147-172.

שיעור 10 ז'נארים טלוויזיוניים 3: אינטר-טקסטואליות ורפלקסיביות

Olbrys, S. (2005) 'Seinfeld's Democratic Vistas'. *Critical Studies in Media Communication* 22 (5): 390-408.

Sconce, J. (2004) 'What If? Charting Television's New Textual Boundaries'. In Spigel, L. and Olsson, J. (eds) *Television After TV: Essays on a Medium in Transition*. Durham, NC., Duke University Press: 93-112.

שיעור 11 טלוויזיה בעידן הדיגיטלי

Urricchio, W. (2009) "The Future of a Medium Once Known as Television." In Pelle Snickers and Patrick Vonderau *The YouTube Reader*. Stockholm: National Library of Sweden: 24-39.

Chamberlain, D (2010) "Television Interfaces", *Journal of Popular Film and Television* 38(2): 84-88.

Shani Orgad (2009) "Mobile TV: Old and New in the Construction of an Emergent Technology", *Convergence* 15(2) 197-214.

Brooker, W (2001) "Living on Dawson's Creek: Teen Viewers, Cultural Convergence and Television Overflow". *International Journal of Cultural Studies* 4(4): 456-472.

Caldwell, J. (2004) 'Convergence Television: Aggregating Form and Repurposing Content in the Culture of Conglomeration'. In Spigel, L. and Olsson, J. (eds) *Television After TV: Essays on a Medium in Transition*. Durham, NC., Duke University Press: 41-74.

9. Carlson, M. (2006) 'Tapping into TiVo: Digital Video Recorders and the Transition from Schedules to Surveillance in Television'. *New Media and Society* 8 (1): 97-115.

10. Kompare, D. (2005) 'Acquisitive Repetition: Home Video and the Television Heritage' and 'Conclusion'. In *Rerun Nation: How Repeats Invented American Television*. London, Routledge: 197-224.

Grading Scheme:

Additional information:

The language of instruction is Hebrew.

Third year students can write a seminar paper in this course for 4 additional credits.