

Social & Cultural Aspects of VCR Use

**Edited by
Julia R. Dobrow**

Social And Cultural Aspects Of Vcr Use

Jennings Bryant, Mary Beth Oliver



Social And Cultural Aspects Of Vcr Use:

Social and Cultural Aspects of VCR Use Julie Dobrow, Julia R. Dobrow, 1990 First Published in 1990 Routledge is an imprint of Taylor Francis an informa company Communication Technology and Social Change Carolyn A. Lin, David J. Atkin, 2014-04-08 Communication Technology and Social Change is a distinctive collection that provides current theoretical empirical and legal analyses for a broader understanding of the dynamic influences of communication technology on social change With a distinguished panel of contributors the volume presents a systematic discussion of the role communication technology plays in shaping social political and economic influences in society within specific domains and settings Its integrated focus expands and complements the scope of existing literature on this subject Each chapter is organized around a specific structure covering Background offering an introduction of relevant communication technology that outlines its technical capabilities diffusion and uses Theory featuring a discussion of relevant theories used to study the social impacts of the communication technology in question Empirical Findings providing an analysis of recent academic and relevant practical work that explains the impact of the communication technology on social change and Social Change Implications proposing a summary of the real world implications for social change that stems from synthesizing the relevant theories and empirical findings presented throughout the book Communication Technology and Social Change will serve scholars researchers upper division undergraduate students and graduate students examining the relationship between communication and technology and its implications for society *Generation X and the Rise of the Entertainment Subject* Robert Samuels, 2021-04-20 Generation X and the Rise of the Entertainment Subject defines Gen X as the first generation to be dominated by entertainment subjectivity A social and psychological feedback loop is created as entertainment caters to adolescent consumers while the consumer in turn is shaped by the entertainment they internalize While the paradigmatic latchkey young adults are immersed in media consumption they see the world through the lens of popular culture products that seek to capitalize on the free time and disposable income of the unoccupied viewer This book argues that Gen X entertainment subjectivity lays the foundations for contemporary society where handheld devices and other technologies detach their users from the world around them *Television and the American Family* Jennings Bryant, J. Alison Bryant, 2001 This second edition of a trend setting volume provides an updated examination of the interaction between families and the most pervasive mass medium television Charting the dynamic developments of the American family and television over the past decade this volume provides a comprehensive representation of programmatic research into family and television and examines extensively the uses families make of television how extensions of television affect usage families evolving attitudes toward television the ways families have been and are portrayed on television the effects television has on families and the ways in which families can mediate its impact on their lives The volume is an invaluable resource for scholars and students in the areas of media and society children and media and family studies **Communication Research and Media Science**

in Europe Angela Schorr, William Campbell, Michael Schenk, 2013-02-06 Never before has the discipline of communication been more exciting diverse and innovative than it is today This volume reflects the current developments in communication research and media science with topics including audience research internet communication organizational communication studies on media use and effects and educational and intercultural media It represents the voices of over 40 European and North American scholars Reflecting similarities and differences in media culture in Europe and abroad the volume contains many important contributions from an insider point of view to European media research Video, War and the Diasporic Imagination

Dona Kolar-Panov, 2003-09-02 An incisive study of the loss and re construction of collective and personal identities in ethnic migrant communities focusing on the Macedonian and Croatian communities in Western Australia

Television and Political Advertising Frank Biocca, 2014-02-04 This volume represents one of the first major scholarly efforts to unravel the psychological and symbolic processing of political advertising Utilizing survey experimental qualitative and semiotic methodologies to study this phenomenon the contributors to Television and Political Advertising trace how political ads help to interpret the psychological reality of the presidential campaign in the minds of millions of voters A product of the National Political Advertising Research Project this interdisciplinary effort is valuable to researchers in advertising communication and consumer psychology since it helps define future work on the relationship between television politics and the mind of the voter This volume Television and Political Advertising Signs Codes and Images is the second of two and covers such areas as Generating Meaning in the Pursuit of Power Analyses of the Meaning of Political Ads The Campaign Documentary as an Ad and Regulating Signs and Images Netflix and the Re-invention of Television

Mareike Jenner, 2023-09-09 This book deals with the ways Netflix influenced the contemporary television landscape and built the infrastructures of streaming It focusses on various ways Netflix reconceptualises television as part of the process of TV IV As television continues to undergo a myriad of changes Netflix has proven itself to be the dominant force in this development simultaneously driving a number of these changes and challenging television s existing institutional structures This comprehensive study explores the pre history of Netflix the role of binge watching in its organisation and marketing and Netflix s position as a transnational broadcaster Netflix and the Re invention of Television illuminates the importance of Netflix s role within the processes of TV IV This Second Edition highlights the role Netflix plays in the so called streaming wars and incorporates recent research in television studies It also re evaluates the companies incorporation of issues of diversity in its focus on middlebrow television The book also includes a new chapter on the transnational streaming franchise networks of texts developed internal to platforms to build infrastructures of transnational streaming **Television** George Comstock, Erica Scharrer, 1999-04-15 Television What s On Who s Watching and What It Means presents a comprehensive examination of the role of television in one s life The emphasis is on data collected over the past two decades pointing to an increasing and in some instances a surprising influence of the medium Television is not only watched but its messages are

attended to and well understood There is no shame in spending hours in front of the set in fact people over estimate the time they spend viewing Television advertising no longer persuades it sells by creating a burst of emotional liking for the commercial The emphases of television news determine not only what voters think about but also the presidential candidate they expect to support on election day Children and teenagers who watch a great deal of television perform poorly on standardized achievement tests and among the reasons are the usurpation of time spent learning to read and the discouragement of book reading Television violence frightens some children and excites others but its foremost effect is to increase aggressive behavior that sometimes spills over into seriously harmful antisocial behavior Incorporates social psychology political science sociology child development and the growing field of communications Presents tables and graphs clarifying theories and linking sets of data Paints concise portraits of the role of television in entertainment politics and child rearing Contains background for dozens of lectures and articles Contains a comprehensive bibliography of more than 1000 citations many recent

From Betamax to Blockbuster Joshua M. Greenberg, 2010-09-24 How the VCR was transformed from a machine that records television into a medium for movies The first video cassette recorders were promoted in the 1970s as an extension of broadcast television technology a time shifting device a way to tape TV shows Early advertising for Sony's Betamax told potential purchasers You don't have to miss Kojak because you're watching Columbo But within a few years the VCR had been transformed from a machine that recorded television into an extension of the movie theater into the home This was less a physical transformation than a change in perception but one that relied on the very tangible construction of a network of social institutions to support this new marketplace for movies In From Betamax to Blockbuster Joshua Greenberg explains how the combination of neighborhood video stores and the VCR created a world in which movies became tangible consumer goods Greenberg charts a trajectory from early videophile communities to the rise of the video store complete with theater marquee lights movie posters popcorn and clerks who offered expert advice on which movies to rent The result was more than a new industry by placing movies on cassette in the hands and control of consumers video rental and sale led to a renegotiation of the boundary between medium and message and ultimately a new relationship between audiences and movies Eventually Blockbuster's top down franchise store model crowded local video stores out of the market but the recent rise of Netflix iTunes and other technologies have reopened old questions about what a movie is and how and where it ought to be watched By focusing on the spaces in between manufacturers and consumers Greenberg's account offers a fresh perspective on consumer technology illustrating how the initial transformation of movies from experience into commodity began not from the top down or the bottom up but from the middle of the burgeoning industry out

Mediated Communication Philip M. Napoli, 2018-09-24 Media scholarship has responded to a rapidly evolving media environment that has challenged existing theories and methods while also giving rise to new theoretical and methodological approaches This volume explores the state of contemporary media research Focusing on Intellectual Foundations Theoretical

Perspectives Methodological Approaches Context and Contemporary Issues this volume is a valuable resource for media scholars and students **Audience Evolution** Philip M. Napoli,2011 Annotation Napoli examines the ongoing redefinition of the industry audience relationship by technologies that have moved the audience marketplace beyond traditional metrics

Rerun Nation Derek Kompare,2006-07-13 Rerun Nation is a fascinating approach to television history and theory through the ubiquitous yet overlooked phenomenon of reruns Kompare covers both historical and conceptual ground weaving together a refresher course in the history of television with a critical analysis of how reruns have shaped the cultural economic and legal terrains of American television Given the expanding use of past media texts not only in the United States but also in virtually every media rich society this book addresses a critical facet of everyday life **Television and Its**

Viewers James Shanahan,Michael Morgan,1999-09-09 Television and its Viewers reviews cultivation research which investigates the relationship between exposure to television and beliefs about the world James Shanahan and Michael Morgan both distinguished researchers in this field scrutinize cultivation through detailed theoretical and historical explication critical assessments of methodology and a comprehensive meta analysis of twenty years of empirical results They present a sweeping historical view of television as a technology and as an institution Shanahan and Morgan s study looks forward as well as back to the development of cultivation research in a new media environment They argue that cultivation theory offers a unique and valuable perspective on the role of television in twentieth century social life Television and its Viewers the first book length study of its type will be of interest to students and scholars in communication sociology political science and psychology and contains an introduction by the seminal figure in this field George Gerbner **Inherent Vice**

Lucas Hilderbrand,2009-05-28 This eye opening exploration of the aesthetic and legal innovations of home video revisits four decades of frequently overlooked histories of video recording *Media Effects* Jennings Bryant,Mary Beth

Oliver,2009-01-13 With contributions from some of the finest scholars in the discipline Media Effects serves not only as a comprehensive reference volume for media effects study but also as an exceptional textbook for advanced courses in media effects Covering the breadth of the media effects arena this third edition provides updated material as well as new chapters focusing on effects of mobile media and other technologies As this area of study continues to evolve Media Effects will serve as a benchmark of theory and research for current and future generations of scholars *Approaching Twin Peaks* Eric

Hoffman,Dominick Grace,2017-07-07 Though it lasted just two seasons Twin Peaks 1990 1991 raised the bar for television and is now considered one of the great dramas in TV history Its complex plots and sensational visuals both inspired and alienated audiences After 25 years the cult classic is being revived This collection of new essays explores its filmic influences its genre bending innovations and its use of horror and science fiction conventions from the original series through the earlier film prequel Twin Peaks Fire Walk with Me and subsequent video releases **The Mass Audience** James

Webster,Patricia F. Phalen,2013-11-05 In the early 20th century a new and distinctive concept of the audience rose to

prominence The audience was seen as a mass a large collection of people mostly unknown to one another that was unified through exposure to media This construct offered a pragmatic way to map audiences that was relevant to industry government and social theorists In a relatively short period of time it became the dominant model for studying the audience Today it is so pervasive that most people simply take it for granted Recently media scholars have reopened inquiry into the meaning of audience They question the utility of the mass audience concept characterizing it as insensitive to differences among audience members inescapably bound up with discredited notions of mass society or serving only a narrow set of industrial interests The authors of this volume find that these assertions are often false and unwarranted either by the historical record or by contemporary industry practice Instead they argue for a rediscovery of the dominant model by summarizing and critiquing the very considerable body of literature on audience behavior and by demonstrating different ways of analyzing mass audiences Further they provide a framework for understanding the future of the audience in the new media environment and suggest how the concept of mass audience can illuminate research on media effects cultural studies and media policy

Fundamentals of Media Effects Jennings Bryant, Susan Thompson, Bruce W. Finklea, 2012-05-03 Mass medias potential to influence audience beliefs and behavior is a subject that has long fascinated scholars and the general public The ongoing interest and concern are reflected in the common tendency to blame the media for many of societys problems This extensively revised and updated edition cuts through popular notions of presumed effects to provide a balanced informed up to date treatment of the media effects literature The clear compelling presentation illuminated by dozens of new photographs equips readers with a fundamental understanding of the history theoretical underpinnings and current status of media effects research knowledge that will help them navigate in a media saturated environment Several outstanding elements distinguish the Second Edition of *Fundamentals of Media Effects* New chapters explore the impact of computer video games the effects of the Internet and social networking sites and the way mobile communication devices have transformed the way we live An extensive new chapter on childrens educational television describes the considerable body of research that supports positive effects like language development and flexible thinking skills Framing studies are covered in a separate chapter where they are distinguished both theoretically and experimentally from agenda setting and priming Finally the authors provide overviews of classic and current research studies in an invaluable feature called Research Spotlight which enable readers to envision how theories translate into research

Killer Tapes and Shattered Screens Caetlin Anne Benson-Allott, 2013-02-20 Since the mid 1980s US audiences have watched the majority of movies they see on a video platform be it VHS DVD Blu ray Video On Demand or streaming media Annual video revenues have exceeded box office returns for over twenty five years In short video has become the structuring discourse of US movie culture *Killer Tapes and Shattered Screens* examines how prerecorded video reframes the premises and promises of motion picture spectatorship But instead of offering a history of video technology or reception Caetlin Benson Allott analyzes how the movies

themselves understand and represent the symbiosis of platform and spectator Through case studies and close readings that blend industry history with apparatus theory psychoanalysis with platform studies and production history with postmodern philosophy *Killer Tapes* and *Shattered Screens* unearths a genealogy of post cinematic spectatorship in horror movies thrillers and other exploitation genres From *Night of the Living Dead* 1968 through *Paranormal Activity* 2009 these movies pursue their spectator from one platform to another adapting to suit new exhibition norms and cultural concerns in the evolution of the video subject

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