

SWITCHING CHANNELS

Organization and Change in TV Broadcasting

Richard E. Caves

Switching Channels Organization And Change In Tv Broadcasting

**Richard E CAVES, Richard E
Caves, Karen Guo**



Switching Channels Organization And Change In Tv Broadcasting:

Switching Channels Richard E. Caves, Karen Guo, 2005-09-15 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 It is this question at the crux of American popular culture that *Switching Channels* explores In the past twenty five years the expansion of cable and satellite systems has transformed television Richard Caves examines the economics of this phenomenon and the nature and logic of the broadcast networks response to the incursion of cable TV especially the shift to inexpensive unscripted game and reality shows and news magazines An explanation of these changes Caves argues requires an understanding of two very different sectors the creative industry which produces programs and the commercial channels which bring them to viewers His book shows how distributors judgment of profitability determines the quality and character of the programs the creative industry produces This determination writes Caves depends on the number and types of viewers that various programs can attract and advertisers willingness to pay for their attention as well as the organization of the networks that package programs the distributors that transmit them and the deals these parties strike with one another

Switching Channels Richard E CAVES, Richard E Caves, Karen Guo, 2009-06-30 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 It is this question at the crux of American popular culture that *Switching Channels* explores *Handbook on the Economics of the Media* Robert G Picard, Steven S Wildman, 2015-02-27 Media industries and services present a complex set of challenges to economic analysis challenges made more difficult by the technological changes that have been transforming the media sector Research on the economics of media has made major advances **News as Entertainment** Daya Kishan Thussu, 2008-01-09 Thussu brings to this project the passion for news of a socially committed former journalist the political economy of his international relations education and a formidable assembly of global detail examining the recent explosion of infotainment John Downing Southern Illinois University Thussu s account of war as infotainment the Bollywoodization of news and the emergence of a global infotainment sphere is as compelling as it is alarming This is a significant and essential book for anyone interested in exploring the connections between news journalism informed citizenship and democracy Bob Franklin The Cardiff School of Journalism Media and Cultural Studies Richly detailed and empirically grounded this first book length study of infotainment and its globalization by a leading scholar of global communication offers a comprehensive and critical analysis of this emerging phenomenon Going beyond both geographically and theoretically the dumbing down discourse largely confined to the Anglo American media the book argues that infotainment may have an important ideological role a diversion in which soft news masks the hard realities of neo liberal imperialism Chapters include a historical appraisal of infotainment the infrastructure for its globalization as well as coverage of recent wars on television news as high tech infotainment and the growing synergies between Hollywood and Bollywood

originated infotainment A global infotainment sphere is emerging the book argues within which competing versions of news from 24 7 news networks to bloggers coexist Accessible engagingly written and robustly argued the book combines analyses of theoretical debates on infotainment with extensive and up to date comparative data *Entertainment Industry Economics* Harold L. Vogel, 2014-12-31 Fully updated this ninth edition remains the definitive source on the economics of entertainment in the United States and overseas

Critical Media Studies Brian L. Ott, Robert L. Mack, 2020-02-11 An engaging and accessible introduction to a broad range of critical approaches to contemporary mass media theory and research A decade after its first publication Critical Media Studies continues to shape and define the field of media studies offering innovative approaches that enable readers to explore the modern media landscape from a wide variety of perspectives Integrating foundational theory and contemporary research this groundbreaking text offers the most comprehensive set of analytical approaches currently available Twelve critical perspectives pragmatic rhetorical sociological erotic ecological and others enable readers to assess and evaluate the social and cultural consequences of contemporary media in their daily lives The new third edition includes up to date content that reflects the current developments and cutting edge research in the field New or expanded material includes changing perceptions of race and gender the impact of fandom on the media the legacy of the television age the importance of media literacy in the face of fake news and developments in industry regulations and U S copyright law This textbook Presents clear reader friendly chapters organized by critical perspective Features up to date media references that resonate with modern readers Incorporates enhanced and updated pedagogical features throughout the text Offers extensively revised content for greater clarity currency and relevance Includes fully updated illustrations examples statistics and further readings Critical Media Studies 3rd Edition is the ideal resource for undergraduate students in media studies cultural studies popular culture communication rhetoric and sociology graduate students new to critical perspectives on the media and scholars in the field

Managing Media Firms and Industries Gregory Ferrell Lowe, Charles Brown, 2015-08-20 This volume provides rich insight into the nature and practice of media management Contributions assess the degree to which management of media firms requires a unique set of skills highlighting similarities and differences of media firms compared with other industries in terms of management practices HR development and operational aspects Success and limitations of research on media management theory is evaluated both drawing on management theory and examining insights from other disciplines Dimensions for future research are considered along with practical implications for media managers and corporate structures The book serves as a valuable reference for researchers advanced students and practitioners in media industries

Media Programming David Wise, 2010-08 The media industry plays a vital role in informing and entertaining the public Media ownership and the availability of diverse programming have been a long standing concern of Congress Despite numerous programming choices in TV and radio available to the public independently produced programming that is programming not affiliated with broadcast networks or cable operators has decreased through

the years This report discusses 1 the extent to which the sources of TV programming have changed over the last decade 2 the factors industry stakeholders identified as affecting the availability of independent TV programming and 3 the factors industry stakeholders identified as influencing programming decisions in radio

Public Service Broadcasting and Post-Authoritarian Indonesia Masduki, 2020-10-22 This book investigates public service broadcasting PSB models in post authoritarian regimes and offers a critical inspection of the development of a Western European originated PSB system in Asian transitional societies in particular in Indonesia since the 1990 s Placing the case of Indonesia s PSB within the context of global media liberalization this book traces the development of public service broadcasting in post authoritarian societies including the arrival of neoliberal policy and the growth of media oligarchs that favour free market media systems over public interest media systems The book argues that Western European PSB models or BBC like models have travelled to new democracies and that autocratic legacies embedded in former state owned radio and television broadcasters have resisted pro democratic media pressures As such similar to new PSBs in other post colonial transitional and global south regimes such as in Arab states or Bangladesh this book demonstrates that the adoption of PSB in Indonesia has not reflected the ideal PSB project initially envisaged by media advocates but was flawed in both media policy and governance It explores the history of broadcast governance in authoritarian Indonesia and considers how Western European PSB or British Broadcasting Corporation BBC like models have travelled somewhat uneasily to new democracies but also how autocratic legacies embedded in former state owned radio and television channels have resisted external parties of pro democratic media systems

Handbook of the Economics of Art and Culture Victor A. Ginsburgh, David Throsby, 2006-09-13 Over the last 30 or 40 years a substantial literature has grown up in which the tools of economic theory and analysis have been applied to problems in the arts and culture Economists who have surveyed the field generally locate the origins of contemporary cultural economics as being in 1966 the year of publication of the first major work in modern times dedicated specifically to the economics of the arts It was a book by Baumol and Bowen which showed that economic analysis could illuminate the supply of and demand for artistic services the contribution of the arts sector to the economy and the role of public policy Following the appearance of the Baumol and Bowen work interest in the economics of the arts grew steadily embracing areas such as demand for the arts the economic functions of artists the role of the nonprofit sector and other areas Cultural economics also expanded to include the cultural or entertainment industries the media movies the publishing industry popular music as well as heritage and museum management property right questions in particular copyright and the role of new communication technologies such as the internet The field is therefore located at the crossroads of several disciplines economics and management but also art history art philosophy sociology and law The Handbook is placed firmly in economics but it also builds bridges across these various disciplines and will thus be of interest to researchers in all these different fields as well as to those who are engaged in cultural policy issues and the role of culture in the development of our

societies Presents an overview of the history of art markets Addresses the value of art and consumer behavior toward acquiring art Examines the effect of art on economies of developed and developing countries around the world **A**

Textbook of Cultural Economics Ruth Towse, 2010-01-07 What determines the price of a pop concert or an opera Why does Hollywood dominate the film industry Does illegal downloading damage the record industry Does free entry to museums bring in more visitors In *A Textbook of Cultural Economics* one of the world's leading cultural economists shows how we can use the theories and methods of economics to answer these and a host of other questions concerning the arts performing arts visual arts and literature heritage museums and built heritage and creative industries the music publishing and film industries broadcasting Using international examples and covering the most up to date research the book does not assume a prior knowledge of economics It is ideally suited for students taking a course on the economics of the arts as part of an arts administration business management or economics degree **The Business of Entertainment** Robert C.

Sickels, 2008-11-30 We love to be entertained And today's technology makes that easier than ever Listen to tunes while working out No problem Watch a movie on your cell phone Can do Get 450 channels of digital entertainment bounced off a satellite and into your vehicle even while traveling through empty wastelands Simple But behind these experiences is a complex industry dominated by a handful of global media conglomerates whose executives exert considerable influence over the artists and projects they bankroll the processes by which products are developed and the methods they use to promote and distribute entertainment As this set shows the industries in which commerce art and technology intersect are among the most fascinating in all of business Entertainment is a high stakes industry where stars are born and flame out in the blink of an eye where multimillion dollar deals are made on a daily basis and where cultural mores for better or worse are shaped and reinforced *The Business of Entertainment* lifts the curtain to show the machinery and sleight of hand behind the films TV shows music and radio programs we can't live without *The Business of Entertainment* comprises three volumes covering movies popular music and television But it's not all about stars and glitter it's as much about the nuts and bolts of daily life in the industry including the challenges of digitizing content globalization promoting stars and shows protecting intellectual property developing talent employing the latest technology and getting projects done on time and within budget Challenges don't end there There's also advertising and product placement the power of reviews and reviewers the cancerous spread of piracy the battles between cable and satellite operators and the threat to both from telephone companies the backlash to promoting gangsta lifestyles and more Each chapter is written by an authority in the field from noted scholars to entertainment industry professionals to critics to screenwriters to lawyers The result is a fascinating mosaic with each chapter a gem that provides insight into the industry that hands down generates more conversations on a daily basis than any other **Understanding Media Industries** Timothy Havens, Amanda D. Lotz, 2016 This text examines the influence of media industry organization and practices on society at the same time it offers students pursuing both scholarly and

professional careers related to the media industries a comprehensive overview of how the industries work why they work as they do and what the broader theoretical and practical implications of the media industries are Dragon's Lair and the Fantasy of Interactivity MJ Clarke, 2022-06-06 Perhaps no arcade game is so nostalgically remembered yet so critically bemoaned as Dragon's Lair A bit of a technological neanderthal the game implemented a unique combination of videogame components and home video replay garnering great popular media and user attention in a moment of contracted economic returns and popularity for the videogame arcade business But subsequently writers and critics have cast the game aside as a cautionary tale of bad game design In Dragon's Lair and the Fantasy of Interactivity MJ Clarke revives Dragon's Lair as a fascinating textual experiment interlaced with powerful industrial strategies institutional discourse and textual desires around key notions of interactivity and fantasy Constructing a multifaceted historical study of the game that considers its design its makers its recording medium and its in game imagery Clarke suggests that the more appropriate metaphor for Dragon's Lair is not that of a neanderthal but a socio technical network infusing and advancing debates about the production and consumption of new screen technologies Far from being the gaming failure posited by evolutionary minded lay critics Clarke argues Dragon's Lair offers a fascinating provisional solution to still unsettled questions about screen media

Creating the Viewer Justin Wyatt, 2024-04-23 A study of the largely hidden world of primary media market research and the different methods used to understand how the viewer is pictured in the industry The first book on the intersection between market research and media Creating the Viewer takes a critical look at media companies studies of television viewers the assumptions behind these studies and the images of the viewer that are constructed through them Justin Wyatt examines various types of market research including talent testing pilot testing series maintenance brand studies and new show ideation providing examples from a range of programming including news sitcoms reality shows and dramas He looks at brand studies for networks such as E and examines how the brands of individuals such as showrunner Ryan Murphy can be tested Both an analytical and practical work the book includes sample questionnaires and paths for study moderators and research analysts to follow Drawn from over fifteen years of experience in research departments at various media companies Creating the Viewer looks toward the future of media viewership discussing how the concept of the viewer has changed in the age of streaming how services such as Netflix view market research and how viewers themselves can shift the industry through their media choices behaviors and activities

Transmedia Television M.J. Clarke, 2012-12-20 Faced with what many were calling a dying medium US network television producers became much more aggressive in seeking out alternative business and artistic models in the beginning of this century Most significantly many of these producers turned to the emerging field of transmedia ancillary texts in comicbooks novels and new media as a way to bolster and support television products In this book the author examines four such programs 24 Alias Heroes and Lost and investigates how transmedia was incorporated into both the work and the art of network television production Split into two complementary parts the

book first paints a picture of how transmedia producers were or were not incorporated into creative decision making centers of these serialized programs The second section explains how the presence of off site transmedia texts begins to alter the very narrative construction of the on air series themselves Including interviews with the transmedia workers this groundbreaking study extends the field of television studies into brand new areas and brings a dying medium into the 21st Century

Center Field Shot James R. Walker, Robert V. Bellamy, 2008-06-01 This work explores how the new medium of television changed America's pastime and traces the sometimes contentious but mutually beneficial relationship between baseball and television from the first televised game in 1939 to the modern day world of Internet broadcasts satellite radio and high definition television Original

Advanced Introduction to Cultural Economics Ruth Towse, 2014-06-27 Elgar

Advanced Introductions are stimulating and thoughtful introductions to major fields in the social sciences and law expertly written by some of the world's leading scholars Designed to be accessible yet rigorous they offer concise and lucid sur

George Kleine and American Cinema Joel Frykholm, 2019-07-25 George Kleine was a New York City optician who moved to Chicago in 1893 to set up an optical store In 1896 he branched out and began selling motion picture equipment and films Within a few years he became America's largest film distributor and a pivotal figure in the movie business In chronicling the career of this motion picture pioneer including his rapid rise to fame and fortune but also his gradual downfall after 1915 as the era of Hollywood began Joel Frykholm provides an in depth account of the emergence of the motion picture business in the United States and its development throughout the silent era Through the lens of Kleine's fascinating career this book explores how motion pictures gradually transformed from a novelty into an economic and cultural institution central to both American life and an increasingly globalised culture of mass entertainment

American Consumer Society, 1865 - 2005 Regina Lee Blaszczyk, 2009 This startlingly original and highly readable volume adds a new richness and depth to an element of U S history that is all too often taken for granted In American Consumer Society Regina Lee Blaszczyk examines the emergence of consumerism in the Victorian era and in tracing its evolution over the next 140 years shows how the emergence of a mass market was followed by its fragmentation Niche marketing focused on successive waves of new consumers as each made its presence known Irish immigrants urban African Americans teenagers computer geeks and soccer moms to name but a few Blaszczyk demonstrates that middle class consumerism is an intrinsic part of American identity but exactly how consumerism reflected that identity changed over time Initially driven to imitate those who had already achieved success Americans eventually began to use their purchases to express themselves This led to a fundamental change in American culture one in which the American reverence for things was replaced by a passion for experiences New Millennium families no longer treasured exquisite china or dress in fine clothes but they'll spare no expense on being able to make phone calls retrieve emails watch ESPN or visit web sites at any place any time Victorian mothers just wouldn't understand Using materials and techniques from business history art history anthropology sociology material culture and

good story telling this lavishly illustrated and highly thoughtful narrative offers a compelling re interpretation of American culture through the lens of consumerism making it perfect for use not only as supplementary reading in the U S survey but also for a variety of courses in Business Culture Economics Marketing and Fashion and Design history

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