

INTRODUCTION TO TELEVISION STUDIES—MCS 015



Welcome

Welcome to the class—it's great to have you here. We stand at a moment of exciting change. TV has been a defining aspect of US and global life over the last six decades. Now it is said to be losing that centrality, as audiences and profit margins are fractured through cable, satellite, and the internet. We'll harness the tools of

TV studies both to comprehend the past and present and imagine the future.

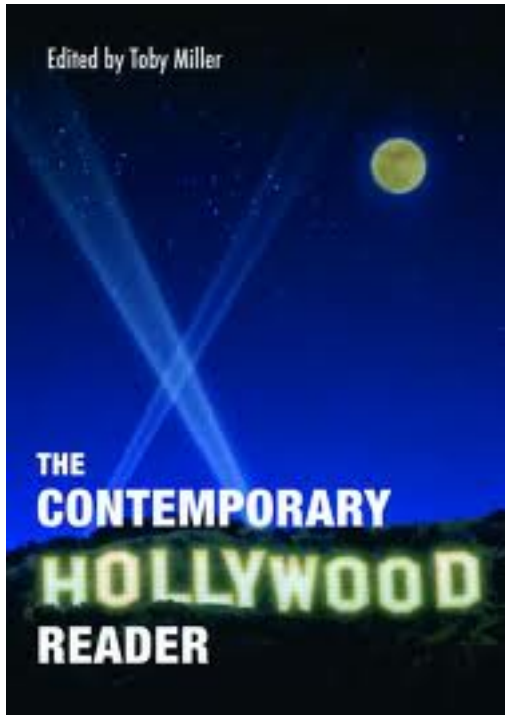
Combining theoretical work and applied study, the course is designed for undergraduate students interested in television and prepared to draw on social and political theory, cultural studies, textual analysis, ethnography, psychology, political economy, and cultural policy studies. We'll be addressing such key televisual questions as: the role of the state, media effects, ideology, technology, and the environment. Throughout, we'll consider the intersection of the social sciences and the humanities, asking questions in particular about the interrelationship of textual analysis, audience evaluation, and ethnography.

The class will take place on Mondays and Wednesdays (lectures are from 1710-1830 in MSE 116. That is the Material Science and Engineering building, across from the University Lecture Hall, the Surge Building, and Bourns Hall). You may not use cell phones, headphones, or ear buds in class. If you do, you'll be asked to leave, and will be docked points in your assessment. Prior to attending class, you need to prepare by reading sections of the textbook and/or listening to the podcasts or reviewing other materials listed for the relevant week.

The professor is: Toby Miller <tobym@ucr.edu>. Toby's office hours are Wednesdays 1500-1700 in INTS 3136. The Teaching Assistants are Billie Mason <Billie.Mason@email.ucr.edu>, Jennifer Wilson <Jennifer.Wilson@email.ucr.edu>, and Brian Jeppesen <bjepp001@ucr.edu>.

Textbook

Toby Miller, ed. *The Contemporary Hollywood Reader*. London: Routledge, 2009.



Topics

WEEK ONE, April 2 and 4

Topic: INTRODUCTION

Preparation: 1. *The Contemporary Hollywood Reader* xv-xvii, 27-36



**My television.
My rules.**

Rule #2:
Turn it off and
go out and play.



WEEK TWO, April 9 and 11

Topic: AUDIENCES

Preparation: 1. *The Contemporary Hollywood Reader* 240-62, 409-20

2. <http://culturalstudies.podbean.com/2011/04/09/a-conversation-with-guillermo-oro-zco-gomez-in-spanish-on-media-audiences-mexican-civil-society-a/> N.B. THE ABOVE PODCAST IS IN SPANISH. YOU WILL NOT BE QUIZZED ON IT BUT I HOPE HISPANO HABLANTES WILL FIND IT USEFUL IN THEIR WORK.
3. <http://culturalstudies.podbean.com/2010/09/16/a-conversation-with-helen-wood/>

Home Team

There is great happiness in television... great happiness in the home where the family is held together by this new common bond - television. And for those who would know the fullest measure of television enjoyment, and see its stirring pagant in thrilling clarity, DuMont laboratories build television's finest instruments... the DuMont consoles. Everything a television set can be, everything it can offer, is yours in a DuMont. Console, combination, table models.

DuMont built the first commercial home television receiver -
DuMont builds the finest.

DUMONT
First with the finest in Television

The Transcendence of DuMont, with 17 inch Rectangular 1100-line tube.

Copyright, 1953, Allen B. DuMont Industries, Inc. • Television Receiver Division, New Rochelle, N. Y. • 100-100 DuMont Television Museum • 100 DuMont Avenue • New York 10, N. Y.

WEEK THREE, April 16 and 18

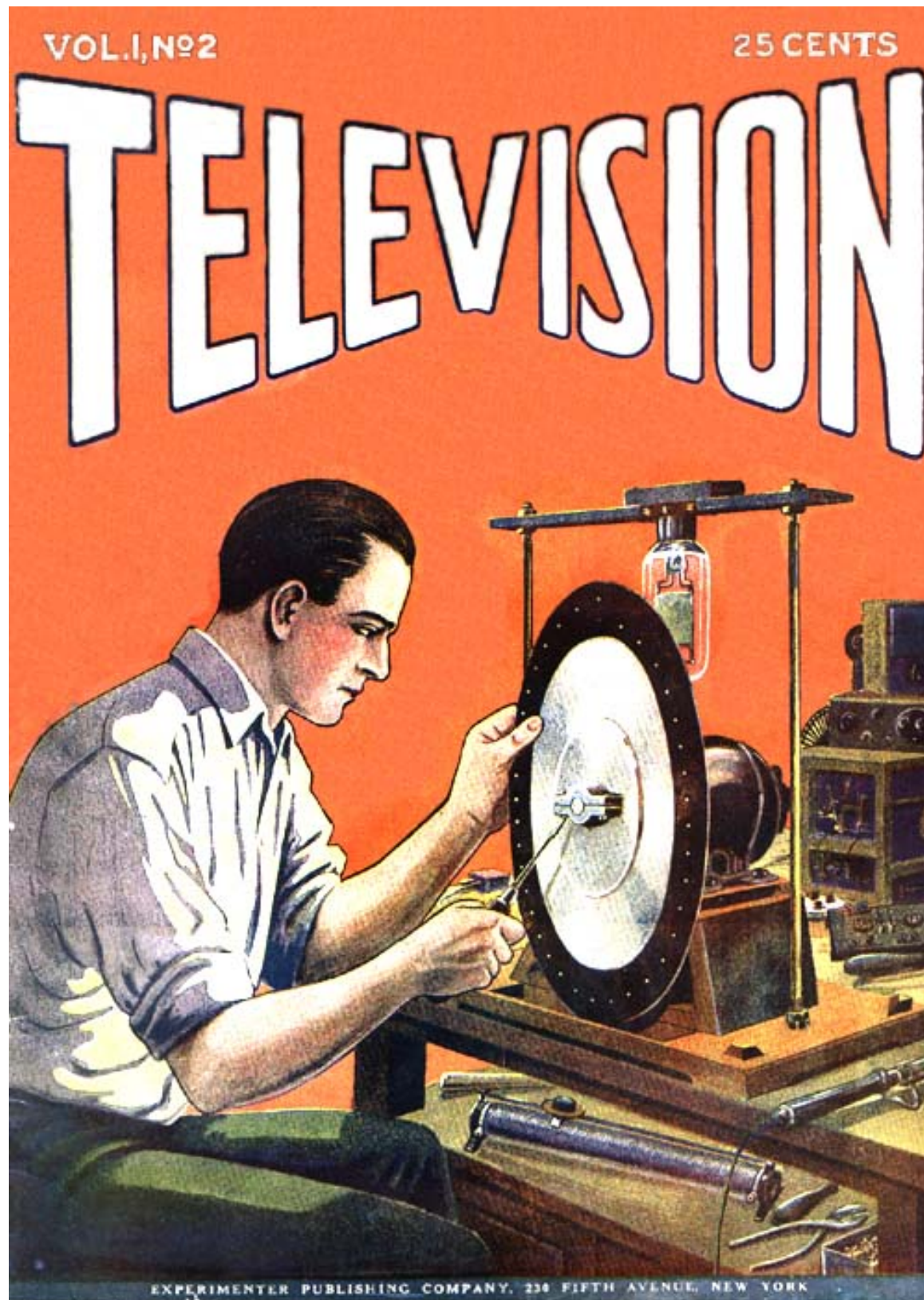
Topic: LABOR

Preparation: 1. <http://www.viewpointonline.net/we-are-seeing-a-new-international-division-of-cultural-labor.html>

2. *The Contemporary Hollywood Reader* 51-70, 124-36, 185-204.

3. <http://culturalstudies.podbean.com/2012/01/19/a-conversation-with-judy-muller-about-us-journalism-small-town-newspapers-network-television-news/>

4. <http://culturalstudies.podbean.com/2011/05/01/a-conversation-with-patricia-meyer-about-producing-screenwriting-women-of-brewster-place-oprah/>



WEEK FOUR, April 23 and 25

Topic: GENRE

Preparation: 1. *The Contemporary Hollywood Reader* 3-16, 207-22

2. <http://culturalstudies.podbean.com/2012/03/13/a-fascinating-chat-on-the-fox-lot-with-patric-verrone-about-his-writing-career-and-time-as-president/>

3. <http://culturalstudies.podbean.com/2011/05/18/a-conversation-with-lloyd-segan-hollywood-producer-about-the-bachelor-boondock-saints-dead-zone/>

N.B. THERE WILL BE A SCREENING IN CLASS ON APRIL 23



WEEK FIVE, April 30 and May 2

Topic: POLICY

N.B. THERE WILL BE AN IN-CLASS QUIZ THIS WEEK

Preparation: 1. *The Contemporary Hollywood Reader* 453-71, 486-499

2. <http://culturalstudies.podbean.com/2012/03/12/a-conversation-with-jennifer-holt-about-us-media-deregulation-and-technology/>
3. <http://culturalstudies.podbean.com/2012/03/03/a-conversation-with-eileen-meehan-about-political-economy-television-and-gender/>



WEEK SIX, May 7 and 9


Topic: TECHNOLOGY

Preparation: 1. <http://cstonline.tv/tv-is-dead>

2. *The Contemporary Hollywood Reader* 17-26

Hand Set for Television Uses Midget Screen

NICKNAMED a "television monacle," a miniature unit recently on display at an exhibition in London, England, is a complete sight-and-sound receiving set. Shaped like a hand-type telephone, the apparatus has an earphone through which the user hears the sound accompanying a televised broadcast while watching the moving images flash across a small built-in screen, two inches wide, placed so that it is directly before the eyes. The instrument, which weighs just under two pounds, can be used even in a lighted room with good results, it is said. An exhibition visitor is shown at the right trying out the television hand set.



"Television monacle" in use. It works like a hand phone set

WEEK SEVEN, May 14 and 16

Topic: ENVIRONMENT

Preparation: 1. <http://culturalstudies.podbean.com/2012/02/20/a-conversation-with-rick-maxwell-about-political-economy-cultural-studies-and-the-media/>

2. <http://www.storyofstuff.org/movies-all/story-of-electronics/>

3. <http://ijoc.org/ojs/index.php/ijoc/article/view/320/151>





WEEK EIGHT, May 21 and 23

Topic: REPRESENTATION

Preparation: 1. *The Contemporary Hollywood Reader* 302-06, 334-50

2. <http://culturalstudies.podbean.com/2012/02/11/a-conversation-with-ryan-huling-about-people-for-the-ethical-treatment-of-animals/>
3. <http://culturalstudies.podbean.com/2011/05/27/a-conversation-with-doug-kellner-about-the-arab-spring-spectacle-the-royal-family-and-obama/>



WEEK NINE, May 28 and 30

Topic: GLOBALIZATION

Preparation: 1. *The Contemporary Hollywood Reader* 162-84



WEEK TEN, June 4 and 6

Topic: THE FUTURE

Preparation: 1. <http://ianmasters.com/content/february-26-dying-afghans-who-hate-us-senator-feingold-while-america-sleeps-hollywood-and-wo>

N.B. THERE WILL BE AN IN-CLASS QUIZ THIS WEEK



Assessment

YOU MUST COMPLETE EACH ITEM OF THE ASSESSMENT PROFILE OR YOU WILL FAIL THE COURSE. You will also fail the course if we find you have plagiarized, for instance by purchasing, borrowing, or otherwise copying someone else's work without attribution and submitting it as your own. You may not submit work you have already used for another course. **THERE IS NO EXAM.**

INCOMPLETES JEOPARDIZE YOUR FUNDING, STATURE, DEGREE QUALITY, AND EFFICIENCY. IF YOU ARE HAVING TROUBLE MEETING DEADLINES, SPEAK TO US AS SOON AS POSSIBLE. ASSUME, FOR EXAMPLE, THAT THE ESSAY IS DUE A WEEK EARLY AND PLAN ACCORDINGLY—THAT WAY ALL WILL BE SWEET, EVEN IF A NEUROTIC CAT EATS YOUR WORK AT WHAT APPEARS TO BE THE LAST MINUTE, OR YOUR HARD DRIVE IS OCCUPIED BY FORCES BEYOND OUR KEN. AND DON'T PLAN HOLIDAYS OR SPORTING EVENTS THAT CONFLICT WITH LECTURES!

a) There will be two in-class quizzes, in the weeks mentioned above, based on the lectures, readings, screenings, and podcasts. **The quizzes will be worth 40% of your assessment.** You must bring blue books to write in, ensuring that you write your name and student number clearly on each book that you submit. The quizzes will not be rescheduled for anyone, absent certification in advance from a physician that you are unable to appear. They are open-book and open-computer quizzes that will necessitate short answers to approximately five questions. There will not be study

guides—you should be taking notes about each lecture you hear and every item of preparation that you undertake.

b) You must write a research paper, due on June 4 2012 at noon in electronic form and submitted through the Safe Assign iLearn system. Being late will attract a penalty. You should draw on the textbook and sources listed in it, including journals, and additional references from GoogleScholar, the Web of Science, Lexis-Nexis, blogs, web sites, and the media themselves. The paper will be 3000 words in length (please don't ask how many pages that is—it depends on the font you use, amongst other factors of your choice!). A couple of hundred words over or under the three thousand will not attract a penalty, but anything more substantial will do so. The word count will include references, which should follow the norms of the American Psychological Association <apastyle.org>, the Modern Language Association <mla.org/style>, or the *Chicago Manual of Style* <chicagomanualofstyle.org/home.html>. You can find full versions of these guides in the Library. It is silly in my view to prescribe a particular number of references you should use—just read widely and cite appropriately as per the norms of academic materials that you encounter. You have ten weeks, so that is plenty of time to get going, based on the textbook and the podcasts. **This essay will be worth 60% of your assessment.** You have two topics to choose from:

EITHER

Stage a debate between these perspectives: “Television Rots the Brain” versus “Television is the Great Democratic Forum of the Last Hundred Years.”

OR

Stage a debate between these perspectives: “TV is Dying” versus “TV is Growing.”

With both these topics you are not obliged to decide between the competing positions, though you may wish to do so. Your opinion is valuable, but only if you back it up with evidence.