Summary: Since becoming popular in the United States and Great Britain during the late 1940s and early 1950s, television has been one of the most important cultural forms in the global mediascape. Mindful of this past, this course will explore contemporary issues in television studies as the medium continues to be remade by digital technologies. How does time-shifting technology fundamentally alter our conceptions of TV? What does mobile viewing mean for the television industry? What does the emergence of 'quality TV' imply about TV's rich past as a shared cultural product? To explore these issues, this course will use a variety of interdisciplinary paradigms to understand contemporary American television in a global context. Course readings and lectures address three main topics: television industries, television texts, and television audiences. Class time will be divided between lectures, discussions, and screenings.

Evaluation:
- Mid-term take-home essay test (4-6 pages): 30%
- Final take-home essay test (6-9 pages): 50%
  *take-home essay tests will be posted online at least two weeks before they are due
- Participation (attendance, evidence of preparation, etc.): 20%

Grading Scale:
A = Rare and outstanding work that shows thought, enterprise, and attention to detail.
B = Very good work that shows care for and understanding of the material.
C = Fair work that demonstrates some familiarity with class material.
D = Unsatisfactory work that demonstrates a lack of understanding of the reading or lectures.
F = Failure because work was not submitted or the student committed a violation of academic trust.

For additional information, see the following websites:
- http://www.personal.psu.edu/users/s/a/sam50/rubric.htm
- http://www.utdallas.edu/~pkj010100/Grading%20rubrics.htm

***Please keep in mind that the schedule posted below is tentative. Reading assignments can and will change. Any time such changes are made, Moodle will send alerts via email. Students are responsible for ensuring that they are using the most recent copy of the syllabus.

Course Schedule:
Week 1 (March 8): Welcome
For next week, read:

Week 2 (March 15): TV in 2016
For next week, read:
  - Bernadette Casey, et al., 2002, “Commercial Television,” “Political Economy,” in
Television Studies: The Key Concepts.

Week 3 (March 22): Television Industries Part One – Ratings and Economics
For next week, read:
- Victor Pickard, 2015, “Media Ownership.”

Week 4 (March 29): Television Industries Part Two – Branding and Production
For next week, read:

Week 5 (April 5): Television Audiences Part One – Active Audiences
For next week, read:

Week 6 (April 12): Television Audiences Part Two – Researching Audiences
MIDTERM DUE APRIL 15 AT NOON VIA MOODLE
NO CLASS APRIL 19 – PASSOVER BREAK
NO CLASS APRIL 26 – PASSOVER BREAK
For next week, read:

Week 7 (May 3): Television Texts Part One – Genres as Cultural Categories
NO CLASS MAY 10 – YOM HAZIKARON
For next week, read:
Intertextuality and Middlebrow Reception of Criminal Minds.” In Critical Reflections on Audience and Narrativity: New Connections, New Perspectives (pp. 49-62).

Week 8 (May 17): Television Texts Part Two – Intertextuality Across Genres
For next week, read:

Week 9 (May 24): The Rise of “Quality” Television
For next week, read:

Week 10 (May 31): Television and Digital Technology
For next week, read:

Week 11 (June 7): Television as Digital Culture
NO CLASS JUNE 14 – MIKE IS TRAVELING
For next week, read:

Week 12 (June 21): Streaming Services and Web-Based Television Part One
FINAL DUE ...