

ENG/FILMSTD 393

Entertainment Industries: The American Television Industry

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Online

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Course Description:

This course provides an in-depth exploration of the American television industry, emphasizing the present and recent past while giving students a strong foundation in the historical structures and practices amidst which the present-day industry has developed. Students will gain an understanding of the systems of production, distribution, financing, and labor that shape American entertainment television and grapple with the similarities and differences between the structures of the broadcast, cable, and streaming TV industries. While the course is primarily focused on the American industry, we will also consider the global circulation of television, especially in the digital age. The course will use readings, discussions, and small group activities to explore these questions. Students will engage in a creative research project that will allow them to examine the contemporary TV industry.

Learning objectives:

By the end of this course, you will:

- 1) Understand the major production, distribution, financing, and labor practices of the contemporary American TV industry
- 2) Understand the historical structures of the TV industry
- 3) Improve your media research skills and your writing about media
- 4) Improve your ability to read and understand media studies scholarship
- 5) Develop a more critical, sophisticated perspective on your own relationship to media in general and television in particular

Required Readings

Available at the **UWM Bookstore**

Amanda D. Lotz, *We Now Disrupt This Broadcast: How Cable Transformed Television and the Internet Revolutionized it All*, MIT Press, 2018 (\$29.95 or available digitally through UWM Library)

Additional readings available on Canvas