Screen Arts and Cultures 632: Post-Network Television
University of Michigan
Fall 2014

Instructor: Dr. Candace Moore
Lecture: Fridays, 1-4pm 2265 North Quad
Screenings: Mondays, 5-7pm 2155 North Quad
E-mail: canmoore@umich.edu
Office hours: Tuesdays and Thursdays, 1-2:00pm 6439 North Quad or by appointment

Required Texts:

* NBC: America’s Network*, edited by Michelle Hilmes
* The Archeology of Knowledge* by Michel Foucault
* The Politics of Postmodernism* by Linda Hutcheon
* Television in the Multichannel Age: A Brief History of Cable Television* by Megan Mullen
* Television After TV: Essays on a Medium in Transition*, edited by Lynn Spigel and Jan Olsson
* It’s Not TV: Watching HBO in the Post-Television Era*, edited by Marc Leverette, Brian L. Ott, and Cara Louise Buckley
* Convergence Culture* by Henry Jenkins
* Wired TV: Laboring Over an Interactive Future*, edited by Denise Mann

PDFs available for download on CTOOLS course site (PDF)

Grading Breakdown:

<table>
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<tr>
<th>Component</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Participation</td>
<td>25%</td>
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<tr>
<td>Book Review (1,000-2,000 words, due 11/7) and Presentation</td>
<td>20%</td>
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<tr>
<td>Final Paper Abstract (500 words, due 10/24)</td>
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<td>Final Paper Presentation (20 minutes, due 12/5)</td>
<td>10%</td>
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<tr>
<td>Final Paper (20-25 pages; due by email, 12/19, 12 noon)</td>
<td>40%</td>
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Course Requirements:

**Participation, Weekly Readings, and Screenings**

Please come to every seminar meeting with the assigned readings for that day read and considered carefully. We will discuss the main arguments the authors make, how they support their claims, how they advance or complicate what we’ve already considered, and any questions you may have. I ask that you come prepared with two-three questions about the ideas posed by the readings and screenings to discuss in class. These notes are merely to spark conversation and need not be typed or turned in. Your participation will be assessed based on your clear demonstration of having done the assigned readings and viewings by contributing to class presentations and discussions. Our weekly Monday night screenings are designed to correlate the critical questions of the class with visual texts. Attendance of the screening lab sessions is mandatory.
Book Review and Presentation
Please read one book related to the content of this course that does not appear on the syllabus and write a 1,000-2,000 page review of it by 11/7. It is best to choose a book published recently so that you can polish your review and submit it for publication. I ask that you propose the book you wish to read by 9/26 and we will discuss the qualities of a successful book review on 10/17. Each week near the end of the semester, one student will sign up to give an oral presentation on the book they chose to write about and share their experience of the material with the class.

Abstract, Mock Conference Presentation, and Final Essay
By 10/24 please submit an essay abstract (500 words maximum) on a topic inspired by the readings, discussions, and screenings of this course. Please polish this abstract as if you were going to submit it to a major national media studies conference (we will discuss what this entails). I will make appointments to meet with each member of the class individually to discuss their abstracts the following week.

On the last day of class, 12/5, you will be expected to present a 20 min. mock conference paper (around 8-10 pages in length) on your topic of choice. We will conduct the last class as if we were members of a conference panel. Please be prepared to graciously contribute to the Q&A and workshop sessions on the last day of class in order to assist your colleagues in refining their work over the following week.

Your expanded and polished 20-25 page final essay will be due to me by 12 noon on 12/19. Please email your essay to me at canmoore@umich.edu.

Course Schedule:

9/5  F  Screening: Network (dir. Sidney Lumet, 1976), 121 min.

9/8  M  Screening: Newsroom, Season Two, “One Step Too Many” (HBO, 2013, 60 min.)
Please see We Steal Secrets: The Story of Wikileaks on your own time before our meeting on 9/12. Available online here: http://vimeo.com/81284634 or on Netflix.

9/12  F  “Excessive Style: The Crisis of Network Television,” John Caldwell
“Introduction,” Television After TV, Lynn Spigel
“Introduction,” Television As Digital Media, James Bennett
Selections from Echographies of Television, Jacques Derrida


9/19  F  Archeology of Knowledge by Michel Foucault

9/22  M  Screenings: Star Trek, Dateline, Friends, 30 Rock
9/26 F **NBC, a Case Study** from *NBC: America’s Network*
“NBC and the Network Idea: Defining the American System,” Michelle Hilmes
“NBC, J.Walter Thompson, and the Struggle for Control of Television Programming, 1946-1958,” Mike Mashon
“The Little Program That Could: The Relationship between NBC and Star Trek,” Maire Messenger Davies and Roberta Pearson
“Sex as a Weapon: Programming Sexuality in the 1970s,” Elana Levine
“Must See TV: NBC’s Dominant Decades,” Amanda Lotz
“Creating the Twentieth-first-Century Network: NBC in the Age of Media Conglomerates,” Christopher Anderson
“Life without Friends: NBC’s Programming Strategies in an Age of Media Clutter, Media Conglomeration and Clutter,” Michelle Hilmes and Shawn VanCour

9/29 M **Screenings:** *South Park*, Clips from *An American Family, Survivor, Extreme Couponing, Kirstie Alley’s Big Life, The Bachelor, The Swan, The Real L Word, I Wanna Marry ‘Harry’*

10/3 F “Postmodernism and Consumer Society” by Frederic Jameson
“What is Postmodernism?” by Jean-Francois Lyotard
Chapters 1-4 and epilogue, *The Politics of Postmodernism* by Linda Hutcheon

10/10 F “Blue Skies and Strange Bedfellows” by Thomas Streeter
*Television in the Multichannel Age: A Brief History of Cable Television* by Megan Mullen

10/17 F From *Television after TV:*
“Convergence Television: Aggregating Form and Repurposing Content in the Culture of Conglomeration,” John Caldwell
“Interactive Television and Advertising Form in Contemporary U.S. Television, William Boddy
“Flexible Microcasting: Gender, Generation, and Television-Internet Convergence” Lisa Parks
“Television’s Next Generation: Technology/Interface Culture/Flow,” William Uricchio
“Media Capitals: Cultural Geographies of Global TV,” Michael Curtin
Discussion of Paper Abstracts and Book Reviews

10/24 F *Convergence Culture* by Henry Jenkins

10/31 F From *It’s Not TV: Watching HBO in the Post-Television Era*, edited by Marc Leverette, Brian L. Ott, and Cara Louise Buckley:
“Introduction: The not TV industry,” Marc Leverette
“Para-television and discourses of distinction: The culture of Production at HBO,” Avi Santo
“It’s not TV, it’s HBO’s original programming: Producing quality TV,” Janet McCabe and Kim Akass

“Cocksucker, Motherfucker, Tits,” Marc Leverette

From Wired TV: Laboring Over an Interactive Future, edited by Denise Mann:

“Introduction: When Television and New Media Work Worlds Collide,” Denise Mann


“Post-Network Reflexivity: Viral Marketing and Labor Management,” John T. Caldwell

“Convergent Ethnicity and the Neo-Platoon Show: Recombining Difference in the Post-Network Era,” Vincent Brook

FINAL PAPER ABSTRACT DUE

11/7  F  “The State of Satire, the Satire of State,” Jonathan Gray, Jeffrey P. Jones, and Ethan Thompson

“Intertextuality and the Study of Texts,” Jonathan Gray

“The Benefits of Banality: Domestic Syndication in the Post Network Era,” Derek Kompare


“Race in Progress, No Passing Zone: Battlestar Galactica, Colorblindness, and the Maintenance of Racial Order,” Jinny Huh

“Entertainment Wars: Television Culture After 9/11,” Lynn Spigel

11/14  F  BOOK REVIEW DUE

“How Media Spreads” from Spreadable Media: Creating Value and Meaning in a Networked Culture by Henry Jenkins, Sam Ford, and Joshua Green

“Casablanca: Cult Movies and Intertextual Collage,” Umberto Eco

“Defining Cult Television: Texts, Intertexts and Fan Audiences,” Matt Hills

“Mainstream Cult,” Matt Hills

“Observations on Cult Television,” Roberta Pearson

“Members Only, Cult TV from Margins to Mainstream,” Angelini and Booy

“Gen, Slash, OT3s, and Crossover-The Varieties of Fan Fiction,” Roz Kaveney

“How to Tell the Difference between Production and Consumption: A Case Study in Doctor Who Fandom,” Alan McKee

11/17 M  BOOK REVIEW DISCUSSION #1

11/21  F  “Spoiled and Mashed-Up,” Jonathan Gray

“‘It’s Just Like a Mini-mall’: Textuality and Participatory Culture on YouTube,” David Gurney

“Tweeting @feliciaday: Online Social Media, Convergence, and Subcultural Stardom,” Elizabeth Ellcessor
“The Limits of the Cellular Imaginary,” Eric Freedman
“The twenty-first-century telescreen,” Mark Andrejevek
“Matrix Media,” Michael Curtin

11/24  M  BOOK REVIEW DISCUSSION #2/Student Curated Screenings
11/26  F  THANKSGIVING BREAK—NO CLASS
12/1   M  Student Curated Screenings
12/5   F  Mock Conference Presentations
12/19  F  Final Paper due by 12 noon.