Postcards from the Edge VI:
Television Studies & Media Industries Studies
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Thank You!

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Where did TV/MI Studies Come From?

1950s: Television becomes a staple in most US homes. People freak out.

1959: Society of Cinematologists forms

1960s & 70s: “TV as threat”: Social Scientists study effects of television (especially on children & violence)
Scholars also begin doing “administrative research”

1970s & early 80s: TV studies emerges as a field
1974: Horace Newcomb publishes TV: The Most Popular Art

1980s & 90s: Rapid changes in regulation and technology (VCR, Cable TV, etc.) expand the field exponentially

Early 1990s: Broadcast network era ends

2001: Elana Levine essay “Toward a Paradigm for Media Production Research”

2002: Society for Cinema Studies FINALLY adds “M” for media, becoming the Society of Cinema & Media Studies
What IS Television?

• An ever-changing set of technologies

• Everything carried by, produced, organized, & experienced as TV programming

• A set of formal, narrative, and representation structures, some of which are unique to TV such as “liveness”

• A set of institutions & relationships between institutions

• A social experience
What *defines* Television Studies?

- [see previous slide]
- Not just shows: technology, business, regulation
- Geographically specific
- INTERDISCIPLINARY
- And...
Near-constant need to legitimate studying “The Boob Tube.”
3 Critical Approaches/Areas of Scholarship

- Political Economy
- Textuality
- Audiences
- Cultural Studies
- Humanities
- Social Science
What ARE the Media Industries?

...etc.
What is Media Industries Studies (MIS)?

[MIS is] midlevel fieldwork in examining media industries and delimiting new ways of understanding, conceiving, and studying media industries from a critical perspective... it is [a] nascent but growing body of work that locates industry research on particular organizations, agents and practices within vast media conglomerates operating at a global level.

- Dr. Paul McDonald, Professor of Cinema & Media Industries
  University of Nottingham

TRANSLATION:
Looking at how film, TV, etc. are produced can help us understand media more completely.
HATERS

GON' HATE