CONTENTS

ix

x

xi

xix

1

15

17

39

49

74

List of Figures List of Tables Notes on Contributors Acknowledgments

> Introduction: Global Television Shawn Shimpach

PART I Objects and Ideas

1	What Is Television? A Guide for Knowing Subjects	
	John Hartley	

2 What Was Television? The Global and the Local 30 *Timothy Havens* 30

3 Objectless Television Purnima Mankekar

4	Global Social Media Entertainment	
	Stuart Cunningham and David Craig	

- 5 Symbolic Ecologies: Between Technologies, Screens and Society 60 Jorge A. González 60
- 6 Transnational Television Culture Lothar Mikos

Contents

7	Future Perfect TV—and TV Studies Toby Miller	84
	diences	97
8	The Affective Audience: Beyond the Active vs. Passive Audience Theory Debate in Television Studies Shanti Kumar	99
9	Two Concepts from Television Audience Research in Times of Datafication and Disinformation: Looking Back to Look Forward Jonathan Corpus Ong and Ranjana Das	111
10	Globalizing the Peoplemetered Audience Jerome Bourdon and Cécile Méadel	121
11	Transforming Markets for Children's Television Industries Anna Potter and Jeanette Steemers	131
12	Understanding Audiences: Television Publics as "Cultural Indicators" Andy Ruddock	141
13	Grand Designs and The Block: Audience Engagement and Modes of Consumption through Lifestyle Reality TV in Australia Esther Milne and Aneta Podkalicka	152
14	Engaging with Reality Television Annette Hill	163
PA	What Was Television? The Global and the Local	
	formation, Programs, and Spectacle	173
15	Transnational Mediation, Telenovela and Series Esther Hamburger	
16	Outback Noir and Megashifts in the Global TV Crime Landscape Susan Turnbull and Marion McCutcheon	190
17	Global Sport Television: Seamless Flows and Sticking Points David Rowe	
18	8 Neoliberal Multiculturalism, Outsourced Asha Nadkarni	

Contents

19	Roots: Here and There, Then and Now	224
	Ousmane K. Power-Greene	
20	The Music Video's Counter-Poetics of Rhythm: Black Cultural Production in Lemonade Ayanna Dozier	233
21	Screening Right-Wing Populism in "New Turkey": Neo-Ottomanism, Historical Dramas, and the Case of Payitaht Abdulhamid Ergin Bulut and Nurçin İleri	244
22	Transnational Screen Navigations: Priyanka Chopra's Televisual Mobility in Hollywood Pawan Singh	256
23	Media Spectacle and Donald Trump's American Horror Show Douglas Kellner	270
PAF	RT IV	
Cul	Itures and Communities	283
24	TV Citizenship Graeme Turner	285
25	Televisual Identities: The Case of Flemish TV Drama Alexander Dhoest	294
26	The Future Is Now: Evolving Technology, Shifting Demographics, and Diverse TV Content Ana-Christina Ramón and Darnell Hunt	304
27	Localizing Media Contents: Technological Shifts, Global and Social Differences, and Activism in Audiovisual Translation Frederic Chaume	320
28	Curating Life, Staging Art: Modernisms and the Art Practices of Television Nomusa Makhubu	332
29	In the Big League: Television and Gaming in India Divya McMillin	346
30	Refashioning Chinese Television through Digital Fun Ruoyun Bai	359

Contents

PART V Systems, Structures, and Industries		
31	Understanding Media Globalization: A Global Value Chain Analysis Jean K. Chalaby	373
32	The Other Kind of Cold War TV (Not So Different After All) Aniko Imre	385
33	Arab Television Industries: Enduring Players and Emerging Alternatives Joe F. Khalil	401
34	Structural Changes in the Ibero-American TV Market: Concentration and Convergence against Diversity? <i>Guillermo Mastrini and María Trinidad García Leiva</i>	I.
35	African Television in the Age of Globalization, Digitization, and Media Convergence Lyombe Eko	421
36	TV China: Control and Expansion Ying Zhu	436
37	Tactics of the Industry against the Strategies of the Government: The Transnationalization of Turkey's Television Industry <i>Ece Algan</i>	445
38	South African Television Moves into the Global Age Ruth Teer-Tomaselli	458
39	Pirate Utopia Revisited Martin Fredriksson	469
40	Evolving Practices of Informal Distribution in Internet Television Ramon Lobato	479
41	Off the Line: Expanding Creativity in the Production and Distribution of Web Series Aymar Jean Christian	
Inc	dex	499

499 30 Retashioning Chinese Television through Digital Fun