Contents

	Contributors	vii
	Introduction GRAEME TURNER AND JINNA TAY	1
	ART ONE hat is television?	7
1	Matrix media MICHAEL CURTIN	9
2	Less popular but more democratic? <i>Corrie</i> , Clarkson and the dancing <i>Cru</i> JOHN HARTLEY	20
3	The twenty-first-century telescreen mark andrejevic	31
4	Screens: television's dispersed 'broadcast' P. DAVID MARSHALL	41
	ART TWO ne function of post-broadcast television	51
5	Television and the nation: does this matter any more? GRAEME TURNER	54
6	Between the public and the private: television drama and global partnerships in the neo-network era SERRA TINIC	65
7	Approach with caution and proceed with care: campaigning for the US presidency 'after' TV TOBY MILLER	75

	_	
VI .	Cor	itents

8	Reinventing television: the work of the 'innovation' unit stuart cunningham	83
-	ART THREE levision and social change	93
9	Television culture with 'Chinese characteristics': the politics of compassion and education wanning sun and yuezhi zhao	96
10	Television in Chinese geo-linguistic markets: deregulation, reregulation and market forces in the post-broadcast era JINNA TAY	105
11	Television in the Balkans: the rise of commercial nationalism ZALA VOLCIC	115
12	Anachronism, apologetics and $Robin\ Hood$: televisual nationhood after TV STEPHANIE HEMELRYK DONALD	125
	ART FOUR levision content: what's on now?	137
13	Latin America's impact on world television markets JOHN SINCLAIR	141
14	Reasserting the national? Programme formats, international television and domestic culture ALBERT MORAN	149
15	From monopoly to polyphony: India in the era of television ADRIAN MABBOTT ATHIQUE	159
16	Fragmentation or consolidation? Factors in the Oprah-ization of social talk on multi-channel Arab TV NAOMI SAKR	168
17	Globalizing televised culture: the case of China ANTHONY Y.H. FUNG	178
	Bibliography Index	189 209