

NORTHWESTERN UNIVERSITY
TV Repair: New Media "Solutions" to Old Media Problems
A DISSERTATION
SUBMITTED TO THE GRADUATE SCHOOL
IN PARTIAL FULFILLMENT OF THE REQUIREMENTS
for the degree
DOCTOR OF PHILOSOPHY
Field of Screen Cultures
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TV Repair New Media Solutions To Old Media Problems

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Summary : Free tv repair new media solutions to old media problems pdf download - television s history has at numerous points been punctuated by pronouncements that technological innovations will improve its programming empower its audiences and heal the injuries it has inflicted on american society this enduring faith in the inevitability and imminence of television s technological salvation is the subject of this dissertation tv repair offers a series of case studies of the promotion and reception of four new media technologies each of which was at the moment of its introduction touted by members of various constituencies as a technological fix for television s problems as well as for the problems television s critics have accused it of causing at each of these moments of innovation i explore the questions fantasies fears and power struggles provoked by television s convergence with new media as well as the social cultural and economic contexts within which these mergers take place taken together these case studies broaden our understanding of television s technological history and contribute to an ongoing dialogue about television s place within studies of new media in many contexts television acts as a convenient shorthand for old media connoting the passivity centralization and rigidity that new media promise to deliver us from tv repair invites a reconsideration of this easy equivalency calling attention to the ways that television itself becomes new through convergence in this dissertation i argue that becoming new is a matter of social redefinition carried out in advertisements sales brochures instruction manuals media reports and everyday talk these acts of social redefinition exploit television s latent instability to reopen debates about what television is and might become at these moments television once again seems to possess a glimmer of the potential typically identified with new media in addition to offering a cultural history of the idea that new media will repair television then this dissertation is also about how television reclaims a sense of novelty during these instances it is in other words a history of television as a new medium

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