

FTMA

Intro t

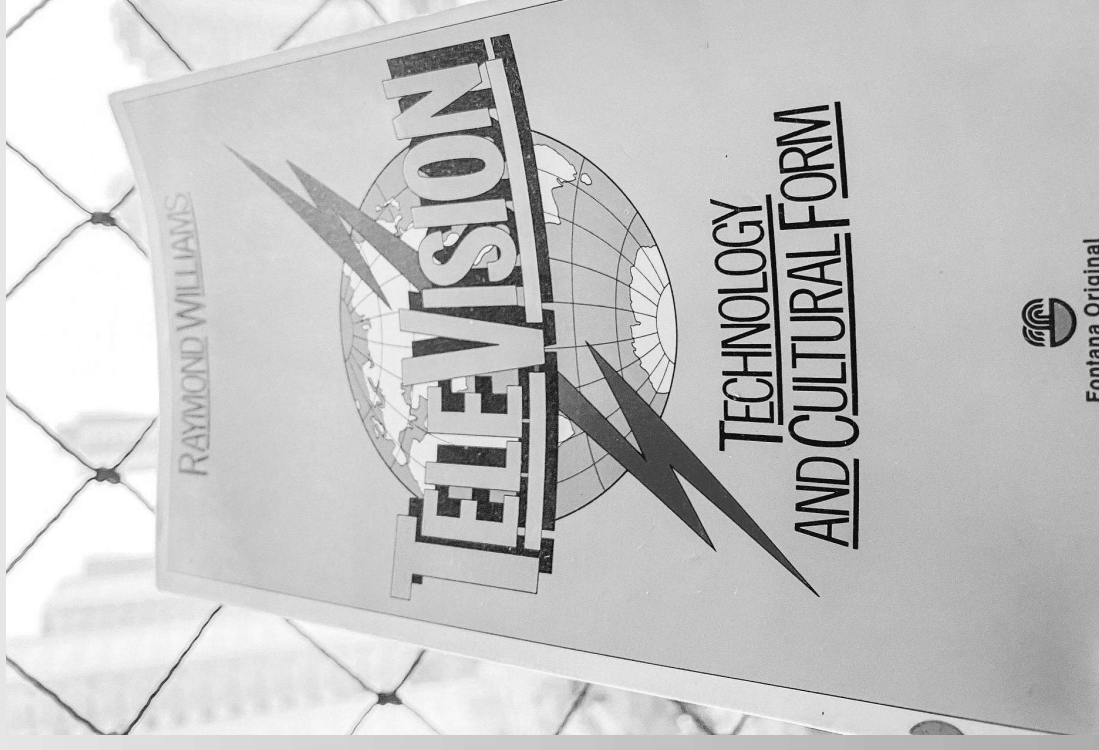
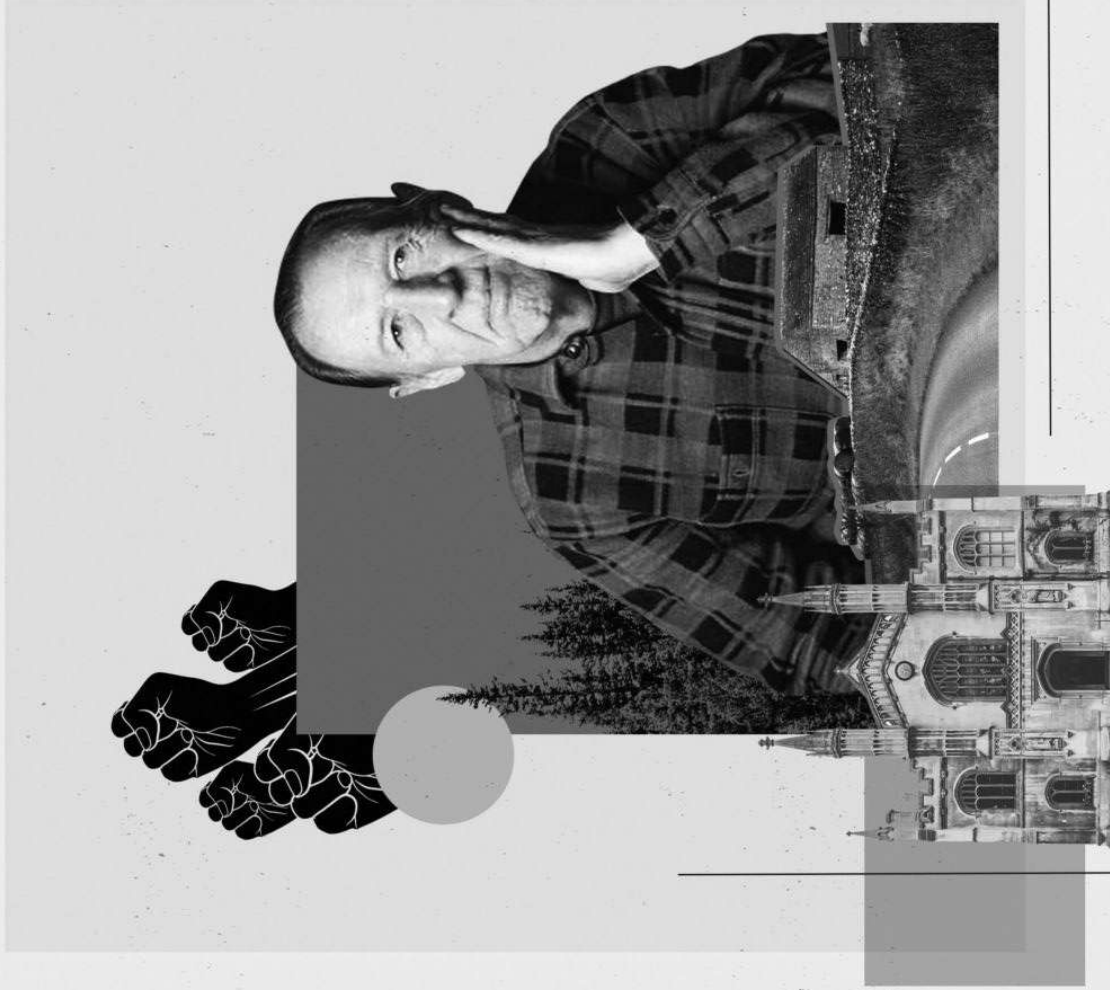
Stud

Week

Flo



Raymond William



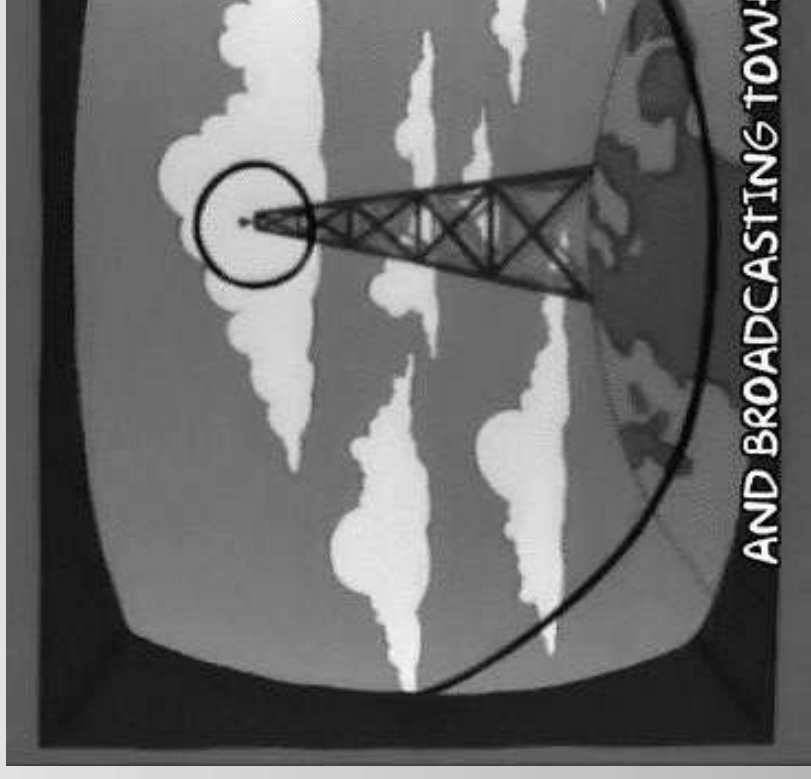
← Image: The New Statesman

Raymond Williams on Flow

- “[T]he central television experience [is] the fact of flow.”
- “What is being offered is not ... a program of discrete units with particular insertions, but a planned flow, in which the true series is not the published sequence of program items [shows] but this sequence transformed by the inclusion of another kind of sequence [ads and promos], so that **these sequences together compose the real flow**, the real ‘broadcasting.’”

Williams, *Television* (1974)

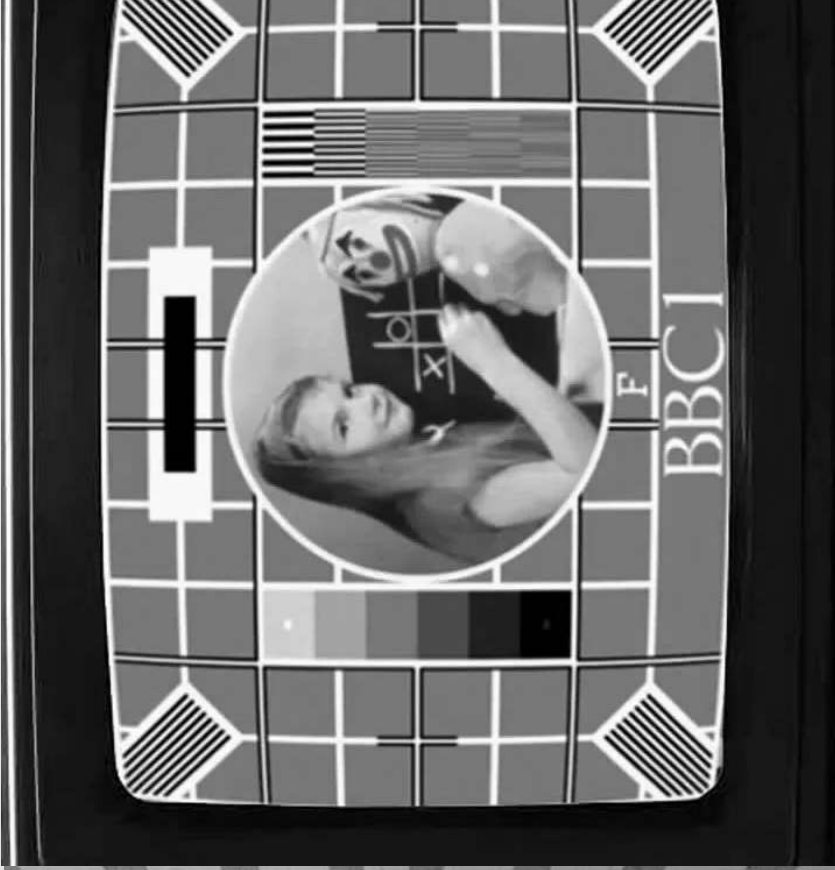
Film vs. TV



USA vs. UK



- Private corporations
- Funded by ads (sponsors)



- Public service
- Funded by license fee

Raymond Williams on Flow

“One night in Miami, still dazed from a week on an Atlantic cruise, I began watching a film [on TV] and at first had some difficulty adjusting to a much greater frequency of commercial ‘breaks’ than on British TV]. Yet this was a minor problem compared to the one that eventually happened. Two other films, which were due to be shown on the same channel on other nights, began to be interrupted by trailers. A crime in San Francisco (the subject of the first film) began to operate in an extraordinary counterpoint manner with the deodorant and cereal commercials but with a romantic Paris and the eruption of a prehistoric monster who laid waste to New York. ...

Flow

“[T]he transitions from film to commercial and from film A to and C were in effect unmarked. There is ... enough similarity between certain kinds of films, and between several kinds and the ‘situation’ commercials which often consciously them, to make a sequence of this kind a very difficult experience to interpret. I can still not be sure what I took from that whole believe I registered some incidents as happening in the wrong and some characters in the commercials as involved in the episodes, in what came to seem – for all the occasional disparities – a single irresponsible **flow** of images and feelings.”

Raymond Williams, *Television: Technology & Cultural Form*

Digital Flow

From TV flow to digital

- Time-shifting
- Streaming
- Autoplay
- Algorithms
 - Two-way flow

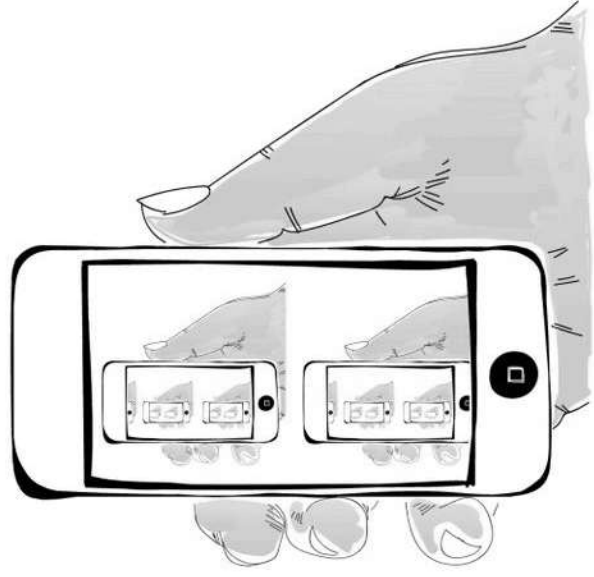


Image: Carolyn Figel [[Tumblr](#)]

Film vs. TV?

