I. Entertainment television

A. Not “just entertainment”: system of economic exchange

1. Who will buy advertising?

2. Who will watch?

B. ET: specific function

1. Corporate owner produces “wrapper.”

2. Delivers audience to advertisers

3. Commercials deliver “package”

4. “threats”

a. unattractive

b. remote

c. TIVO

B. Overcoming the “threats”

1. Know your audience

a. stressed out, overworked, anxious

b. “wrapper”: zone them out

i. predictable: genre (sitcoms, dramas,

ii. predictable: problems (character, relationships, crime, illness)

iii. predictable: resolutions

c. “wrapper” should not be

i. thought provoking

ii. depressing

iii. ambiguous

iv. controversial

C. Production

1. Flow: continuity

a. Script: fit to commercial

i. counterexample: movies

ii. counterexample: reading a short story

iii. tv script/screenplay is

highly fragmented

discontinuous

b. Hook

i. draw the viewer (2-3 min)

Law and Order: murder of the week

Oprah: problem of the day

Friends: comedic theme of the episode

ii. flashy visuals of characters, musical theme

(2-3 min)

c. Pod (3-4min)

i. advertisements directed: demographic audience

ii. promos for the shows that follow on

the same channel

iii. public service announcements

iv. teasers

d. Story (6-7min)

i. drama: conflicts

ii. comedy: humorous themes

iii. talk shows: problem couples

iv. “bumper”: heightened conflict, humor, promise (Dr. Phil or Judge Judy)

v. bumper is written in so people will sit through the next pod of commercials

e. Pod (3-4)min

f. story (6-7 min)

i. drama: conflict is heightened

(for hour show: same formula)

ii. comedy: resolution

iii. Dr. Phil solves the problem

g. seamless transition

i. shrinking the screen

ii. credits

iii. pod

iv. promo

II. Class

A. Identify the hook

B. Advertisements: relation to target demographics

C. Bumpers D. Teasers