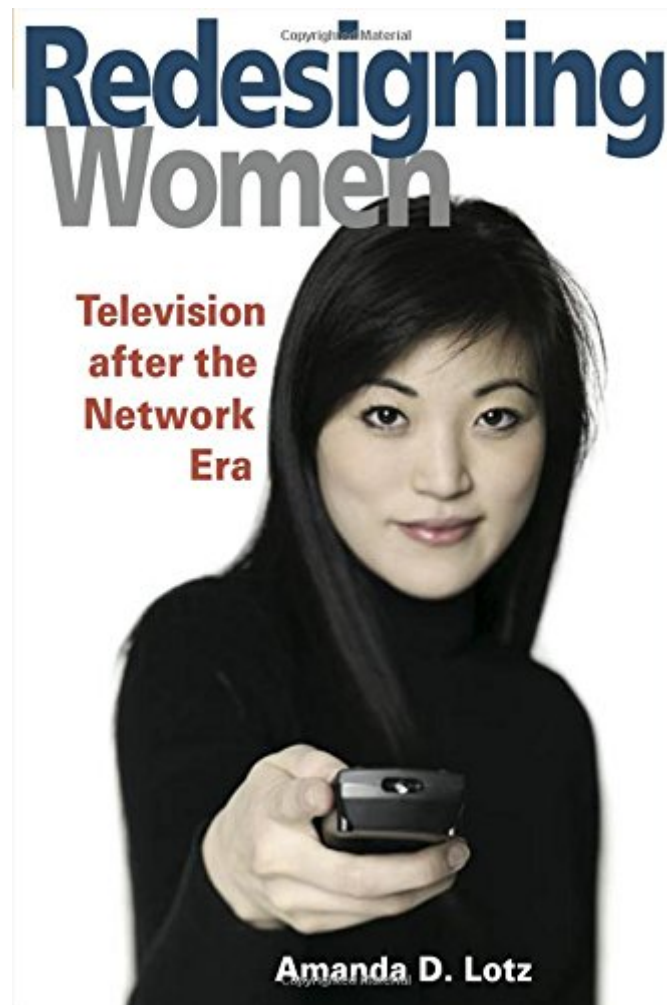


REDESIGNING WOMEN: Television after the Network Era (Feminist Studies and Media Culture) PDF



Download



Read Online

REDESIGNING WOMEN: Television after the Network Era (Feminist Studies and Media Culture) by Amanda D. Lotz ISBN 025207310X

In the 1990s, American television audiences witnessed an unprecedented rise in programming devoted explicitly to women. Cable networks such as Oxygen Media, Women's Entertainment Network, and Lifetime targeted a female audience, and prime_time dramatic series such as "Buffy the Vampire Slayer", "Judging Amy", "Gilmore Girls", "Sex and the City", and "Ally McBeal" empowered heroines, single career women, and professionals struggling with family commitments and occupational demands. After establishing this phenomenon's significance, Amanda D. Lotz explores the audience profile, the types of narrative and characters that recur, and changes to the

industry landscape in the wake of media consolidation and a profusion of channels. Employing a cultural studies framework, Lotz examines whether the multiplicity of female-centric networks and narratives renders certain gender stereotypes uninhabitable, and how new dramatic portrayals of women have redefined narrative conventions. *Redesigning Women* also reveals how these changes led to narrowcasting, or the targeting of a niche segment of the overall audience, and the ways in which the new, sophisticated portrayals of women inspire sympathetic identification while also commodifying viewers into a marketable demographic for advertisers. Amanda D. Lotz is an assistant professor of communication at the University of Michigan. She has contributed to the "Encyclopedia of Television, 2nd Ed.", and other books and journals.

REDESIGNING WOMEN: Television after the Network Era (Feminist Studies and Media Culture) Review

This REDESIGNING WOMEN: Television after the Network Era (Feminist Studies and Media Culture) book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of REDESIGNING WOMEN: Television after the Network Era (Feminist Studies and Media Culture) without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry REDESIGNING WOMEN: Television after the Network Era (Feminist Studies and Media Culture) can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This REDESIGNING WOMEN: Television after the Network Era (Feminist Studies and Media Culture) having great arrangement in word and layout, so you will not really feel uninterested in reading.