



Star Trek and American Television

By Roberta E. Pearson, Maire Messenger Davies

University of California Press, United States, 2014. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book. At the heart of one of the most successful transmedia franchises of all time, Star Trek, lies an initially unsuccessful 1960s television production, Star Trek: The Original Series. In *Star Trek and American Television*, Pearson and Messenger Davies, take their cue from the words of the program's first captain, William Shatner, in an interview with the authors: It's a television show. In focusing on Star Trek as a television show, the authors argue that the program has to be seen in the context of the changing economic conditions of American television throughout the more than four decades of Star Trek's existence as a transmedia phenomenon that includes several films as well as the various television series. The book is organized into three sections, dealing with firstly, the context of production, the history and economics of Star Trek from the original series (1966-1969) to its final television incarnation in *Enterprise* (2002-2005). Secondly, it focuses on the interrelationships between different levels of production and production workers, drawing on uniquely original material, including interviews with star captains William Shatner...



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