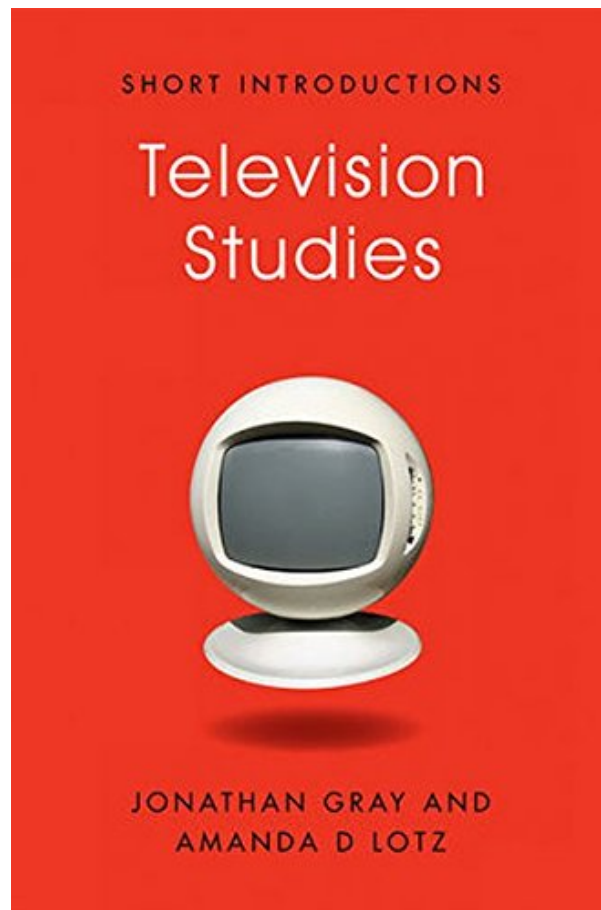


# TELEVISION STUDIES BY JONATHAN GRAY, AMANDA D. LOTZ



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SHORT INTRODUCTIONS

# Television Studies



JONATHAN GRAY AND  
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"A fantastic resource for scholars because it is an essential look back at the formation of the field, which makes the road ahead easier to see." "A fantastic resource for scholars because it is an essential look back at the formation of the field, which makes the road ahead easier to see." Communication Research Trends

"In this incredibly handy book, Gray and Lotz offer a concise, clear guide to state-of-the-art thinking. Covering how TV studies should be done; its history and its key aspect; and the importance of studying context alongside the classic trio of industry-program-audience, this 'Short Introduction' consistently makes the case for TV Studies' contemporary relevance, as well as for TV's cultural importance. The Meanings and technologies of television may be changing, but Gray and Lotz are supremely switched-on guides to the subject. If some shows are must-sees, then this is the intellectual equivalent - a must-read."

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"Television Studies is the best introduction to the field available. Gray and Lotz present a comprehensive synthesis of the theories and methods that have defined television studies so far, bringing together a wide range of critical models for studying the medium's past, present and future. Undergraduates will love this highly engaging book."

Laurie Ouellette, University of Minnesota

## About the Author

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Television Studies provides an overview of the origins, central ideas, and intellectual traditions of television studies. The book charts the establishment of the field, and examines its various approaches and objects of study.

What have been the primary areas of inquiry in television studies? Why and how did these areas develop? How have scholars studied them? How are they developing? What have been television studies' key works? The book answers these questions, by tracing the history of the field right up to present and emerging scholarship.

For all those wondering how to study television, or even why to study television, Television Studies will provide a clear and engaging overview of key topics. The book works as a stand-alone introduction and by placing key works in a broader context it can also provide an excellent basis for an entire course.

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Short and complete but poorly written and hard to read.

By Wack Zingo

This is my first time leaving a review for a book so don't expect any fancy analysis -- just my opinion. I thought this was poorly written and difficult to read. It was filled with long and over complicated sentences that made reading slow and tedious. The writing style reminded me of someone who was just trying to make a short text extra long to fill space. Here are some sentences from the first few pages of the first chapter:

"Upon the invention of television, a first force restricting the textual analysis of television from developing was the established dominance of social science methods for studying mass media such as radio and print."

"Meanwhile, the humanities traditions of literary and rhetorical criticism that were well established at this time largely disregarded television at first as an inferior artistic form of the masses, not relevant to be considered as art or likely to hold deeper meaning."

"Although this would eventually change, and although many of the critical tools most commonly used in textual analysis of television originate from literary and film studies, the acceptance of television as a legitimate artistic form alongside literature and film required difficult -- and likely incomplete -- negotiation."

I found myself constantly having to read slowly and/or re-read sentences just to understand what was being said. Hopefully someone with better analysis skills can offer a more qualified description of the books quality. As for me, I'll let the quotes above serve as an example of what I believe is representative of the texts quality so judge for yourself.

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