Global Television

An Introduction

Chris Barker



Contents

Preface and Acknowledgements viii

Part I The Global Institutions of Television 1

 Modernity and Global Television 3 The Modern and the Postmodern 9 The Concept of Globalization 16 Capitalism and 'Global Television' 20 Conclusions 25

2 What is Global Television? 27

The Changing Face of Television: De-regulation and Re-regulation 28 What is Happening to 'Public Service' Television? 31 Case Studies: Australia, the Netherlands, India, the UK, the USA 34 The Rise of Transnational Television: International Television Flows 48 Is 'Global Television' Driven by Technology? 51 Who Owns 'Global Television'? 58 Conclusions 68

Contents

Part II Prime-time Goes Global: 71 Programmes and Audiences

Global Soaps and Global News 73 ~
 Western Soaps: Form and Content 75
 Latin Soaps: A Challenge to the US? 84
 Brazilian Telenovelas 88
 The 'Global Appeal' of Soap Opera 92
 News Narratives 96
 Global News Flows 101
 The Television Gulf War 105
 Conclusions 110

4 Television and Global Audiences 112 Constructing the Passive Audience 112 Theorizing the Active Audience 115 Global Television and Soap Opera Viewing 118 Watching News 126 Television and Everyday Life 133 Audiences, Ideology, Identity 136 Conclusions 148

Part III The Cultural Politics of Global Television 151

5 Global Television Culture? 153 Is Global Television Culture a 'Promotional Culture'? 155 Is Global Television Culture a 'Postmodern Culture'? 165 Postmodern Television 170 Conclusions 181

vi

Contents

6 Cultural Identities and Cultural Imperialism 182 The Concept of Cultural Imperialism 183 National Identity and Post-Traditional Society 188 From Cultural Identity to Hybrid Identities 192 Globalization and Power 200 Conclusions 204

7 Some Conclusions: The Politics of Television 207
 Previously on Global Television . . . A Summary 207
 The Politics of Television 210
 * Does 'Global Television' Mean 'Bad' Television? 212
 Quality Television? 214
 Television and the Public Sphere 220
 Cultural Identities and Citizenship 226
 Conclusions 230

Bibliography 231

Ten Recommended Texts 244

Index 245