



Critical Approaches to Television (2nd Edition)

Leah R Vande Berg, Lawrence A Wenner, Bruce E. Gronbeck

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I. Theoretical and Critical Foundations

- 1. The Context for Criticism: Television and Society**
- 2. Foundations of Television Criticism**
- 3. Critical Approaches to Television Discourse: An Overview**
- 4. Writing Television Criticism**

II. Text-Centered Critical Approaches

5. Semiotic/Structural Criticism

A Sample Study: John Fiske's "Popularity and Ideology: A Structuralist Reading of *Dr. Who*"

6. Genre Criticism

A Sample Study: Matthew P. McAllister's "Recombinant Television Genres and *Doogie Howser, M.D.*"

7. Rhetorical Criticism

Two Sample Studies: Bonnie Dow's "*Murphy Brown*: Postfeminism Personified"; Sarah R. Stein's, "The 1984 Macintosh Ad: Cinematic Icons and Constitutive Rhetoric in the Launch of a New Machine"

8. Narrative Criticism

A Sample Study: Bruce E. Gronbeck's "The Visual and Narrative Rhetoric of Redemption: American Culture Responds to 9/11"

III. Producer-Centered Approaches

9. Auteur Criticism

A Sample Study: Richard Campbell and Jimmie L. Reeves's "Television Authors: The Case of Hugh Wilson"

10. Production Context Criticism

A Sample Study: Elana Levine's "Toward a Paradigm for Media Production Research: Behind the Scenes at *General Hospital*"

11. Ideological Criticism

A Sample Study: Mark P. Orbe's "Constructions of Reality on MTV's *The Real World*: An Analysis of the Restrictive Coding of Black Masculinity"

IV. Reception-Centered Approaches

12. Reader-Oriented Criticism

A Sample Study: Lawrence A. Wenner's "The Dream Team, Communicative Dirt, and the Marketing of Synergy: USA Basketball and Cross-Merchandising in Television Commercials"

13. Audience Ethnographic Criticism

A Sample Study: Rona Tamiko Halualani and Leah R. Vande Berg's "'Asian or American': Meanings In, Through, and Around *All-American Girl*"

14. Cultural Criticism: General Approaches

Two Sample Studies: Heather L. Hundley's "The Naturalization of Beer in *Cheers*"; Cathy Sandeen's "Success Defined by Television: The Value System Promoted by *PM Magazine*"

15. Cultural Criticism: Mythic, Feminist, and Psychoanalytic Approaches

Three Sample Studies: Susan Owen's "Vampires, Postmodernity and Postfeminism: *Buffy the Vampire Slayer*"; Robert Westerfelhaus and Teresa A. Combs's "Criminal Investigations and Spiritual Quests: The *X-Files* as an Example of Hegemonic Concordance in Mass-Mediated Society"; Sonia Livingstone and Tamar Liebes's "Where Have All the Mothers Gone? Soap Opera's Replaying of the Oedipal Story"

V. Ethics and the Critical Approach

16. Television, Ethics, and Criticism

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