

## TELEVISION STUDIES – OCW UC3M

### Topic II. Introduction to Television Studies

#### Key to Exercises of Topic 2

##### Exercise of the week:

Review your proposal asking the following questions:

- Title. Does the title express the content of the book? Is the title appealing to a potential reader?
- Summary of the book. Does the summary explain the main purpose of the book and the topics you are going to explain?
- Potential interest for the reader. Who is going to read this book? And why?
- Table of contents with a least six chapters. Are the chapters covering the topics included in the summary?

Compare your proposal with the information that the website of the publishing company Routledge gives of the book *Branding Television* by Catherine Johnson.

##### Description:

*Branding Television* examines why and how the UK and US television industries have turned towards branding as a strategy in response to the rise of satellite, cable and digital television, and new media, such as the internet and mobile phone.

This is the first book to offer a sustained critical analysis of this new cultural development. *Branding Television* examines the industrial, regulatory and technological changes since the 1980s in the UK and the USA that have led to the adoption of branding as broadcasters have attempted to manage the behaviour of viewers and the values associated with their channels, services and programmes in a world of increased choice and interactivity. Wide-ranging case studies drawn from commercial, public service, network and cable/satellite television (from NBC and HBO to MTV, and from BBC and Channel 4 to UKTV

and Sky) analyse the role of marketing and design in branding channels and corporations, and the development of programmes as brands.

Exploring both successful and controversial uses of branding, this book asks what problems there are in creating television brands and whether branding supports or undermines commercial and public service broadcasting.

*Branding Television* extends and complicates our understanding of the changes to television over the past 30 years and of the role of branding in contemporary Western culture. It will be of particular interest to students and researchers in television studies, but also in creative industries and media and cultural studies more generally.

Contents:

Introduction: 'But Television's Not Soap!': Theories and histories of branding and television Part I: Branding and the US Television Industry.

Chapter 1. The Age of Brand Marketing: US network television enters the digital era.

Chapter 2. It's Not TV, It's HBO!': Branding US pay-TV.

Chapter 3. The End of Public Service Broadcasting?: Branding and UK television in the digital era Part II: Branding and the UK Television Industry.

Chapter 4. All the 4s: Branding Commercial UK Public Service Broadcasting.

Chapter 5. Of Logos and Idents: Branding interstitial space Part III: The Texts and Intertexts of Branding.

Chapter 6. Programme Brands

Chapter 7. Negotiating, Contesting and Managing the Brand

Source: <http://www.routledge.com/books/details/9780415548434/>