

Corrected Index for *Television: Critical Methods and Applications*

**(Please note:** references to chapters 12 and 13 were off by one. Consequently, all page numbers above 362 have had one added to them. Also, references to the glossary have been removed and several other additions were made.)

- A-Team, The*, 149  
ABC (American Broadcasting Corporation),  
8, 118, 150, 263, 271, 278,  
281, 339, 345, 364, 367, 368,  
371, 372, 412  
Abdul, Paula, 84, 411  
abstract expressionism, 337  
Academy Award, 332, 334, 337, 342  
acoustic properties, 227, 228, 235, 240, 241  
acting, 10, 43, 52, 60, 64-68, 71, 79, 80,  
176, 226, 398  
actor movement, 155, 158, 408  
actualities, 146  
*Adaptation*, 299  
address  
    direct, 69, 87-90, 94, 115, 116, 127,  
    143, 230, 299, 397, 403, 408  
    indirect, 88, 91, 115, 397  
Adler, Stella, 67, 276  
Adobe Premiere, 199  
ADR (automatic dialogue replacement),  
230, 246  
Adult Swim, 358  
Advanced Television Systems Committee,  
    *see* ATSC  
*Adventures of Ozzie and Harriet, The*, 122,  
280-281  
*Advertising Age*, 373  
Aerosmith, 303  
Aetna U.S. Healthcare, 402  
*Ahead by a Century*, 313  
Alberti, John, 359  
*Alien*, 304, 308  
*Alien<sup>3</sup>*, 299  
Alka-Seltzer, 385, 398, 408, 409  
*All My Children*, 41, 42, 45, 46, 76, 138,  
222, 238  
*All My Life*, 292  
*All That Jazz*, 290  
Allen, Fred, 253  
Allen, Karen, 26  
Allen, Gracie, 80  
Allen, Robert C., 18, 47, 48, 323, 462, 464  
Alley, Robert S., 464  
Altman, Rick, 250  
Altoid, 371  
Altria Group, 373  
American Broadcasting Corporation,  
    *see* ABC  
*Amazing Race, The*, 120, 122  
ambient sound, 233, 239, 240, 245, 249  
*American Bandstand*, 292, 293  
*American Chopper*, 96, 155, 245  
*American Family, An*, 7, 9, 94, 120, 122,  
129  
American Home Products, 401  
*American Idol*, 84, 123, 126  
*America's Next Top Model*, 126  
Ampex, 265, 267  
Anacin, 393-395, 411  
Andrejevic, Mark, 126, 129  
*Andy Griffith Show, The*, 35, 235, 240  
Anheuser-Busch, 376  
*Animaniacs*, 358  
animation, 199, 279, 304, 305, 325-360,  
405, 406, 408, 409, 411, 412  
    abstract, 330, 334-338, 358  
    made-for-television, 340-346  
    naturalistic, 330-331, 334-338  
applause, 219, 220, 239, 248, 464  
Apple Computer, 367, 387, 388, 395, 396,  
405  
*Apprentice, The*, 121, 122  
*Aqua Teen Hunger Force*, 357  
Arbitron, 419  
aristocracy, 446  
Armstrong, Louis, 156, 332  
Arnaz, Desi, 261, 263

- Arnold, Roseanne, *see* Barr, Roseanne  
 Arnold, Tom, 77, 79  
*Arrested Development*, 77, 169, 230, 249  
*Arthur Godfrey's Talent Scouts*, 260  
 Artists Rights Foundation, 30  
*As the World Turns*, 46, 63, 76, 142, 226, 402, 407-408  
 aspect ratio, 181, 183, 184, 187-189, 399  
*At Close Range*, 303  
 Atlanta Braves, 108  
 Atlanta Falcons, 382  
 Attallah, Paul, 48  
 auditorium testing, 420  
 Aufderheide, Pat, 323  
*Austin City Limits*, 288  
*Austin Powers: The Spy Who Shagged Me*, 303  
 auteur theory, 429, 430, 461  
 auteurism, 418, 429, 430, 462, 464  
 automatic dialogue replacement, *see* ADR  
 Avid Media Composer, 199  
 axis of action, 203, 206, 222, 225  
*Babylon 5*, 269  
 back light, 151, 152  
 Bacon, Kevin, 184-186  
*Bad*, 306, 307  
 Baehr, Helen, 128  
 Bakshi, Ralph, 355  
 Ball, Lucille, 261  
 Banks, Jack, 322  
 Barbera, Joe, 340  
 Barker, Bob, 91, 92, 114, 123, 145  
 Barnett, Steven, 128  
 Barr, Roseanne, 75, 77-80  
 Barrier, Michael, 360  
 Bartles & Jaymes, 379-380, 397  
 base  
     film, 167  
     ideological, 11  
*Batman Begins*, 26  
*Batman: The Animated Series*, 358  
*Battlestar Gallactica*, 269  
 Baudrillard, Jean, 122  
 Bazin, André, 166  
 BBC (British Broadcasting Corporation), 15, 293, 453  
 BBDO, 385  
*Beat It*, 306  
 Beatles, The, 281, 294  
*Beautiful Stranger*, 302, 303  
*Beavis and Butt-Head*, 356  
 Beck, 231  
*Becker*, 464  
 Becker, Ronald, 464  
*Becky Sharp*, 332  
*Begone Dull Care*, 330  
*Behind the Music*, 301  
*Being Boring*, 302  
*Being John Malkovich*, 299  
*Belle and Sebastian*, 354  
 Belton, John, 251  
 Bennett, Tony, 463  
 Benz, Julie, 151  
 Bergen, Candice, 6  
 Berger, Arthur Asa, 463  
 Berkeley, Busby, 128, 226, 291  
 Berman, Chris, 112  
 BET (Black Entertainment Television), 288  
 Betacam SP, 169  
*Beverly Hills, 90210*, 436  
*Beverly Hillbillies, The*, 429, 430  
*Big Bang Baby*, 289  
*Big Brother*, 118, 123, 125  
 Bignell, Jonathan, 462  
*Billie Jean*, 306  
 Bing Crosby Productions, 263  
 Biressi, Anita, 129  
*Birth of a Nation, The*, 23  
 Björk, 299  
*Black or White*, 8, 409, 460  
 black-and-white, 33, 72, 166, 173, 270-273, 308, 313, 399-401  
 BlackBerry, 288  
*Blade Runner*, 387  
 Blaine, Jimmy, 341  
*Blair Witch Project, The*, 166, 167, 172, 202

- Blair, Gavin, 345  
 Bledel, Alexis, 8  
*Blip.tv*, 15  
 blocking, 26, 89, 156, 165, 441  
*Bob Newhart Show, The*, 62  
 Bogle, Donald, 459  
*Bohemian Rhapsody*, 289  
*Boondocks*, 357  
 Borchers, Hans, 464  
 Bordwell, David, 48, 158, 197, 225  
 Boreanaz, David, 154  
*Born to Run*, 307, 310  
 Bosnia, 100  
 Boston Pops Orchestra, 233  
 Bosustow, Steve, 334  
 bourgeoisie, 446, 447  
 Boyd, William, 461  
 Boyd-Bowman, Susan, 463  
 Bradshaw, Terry, 111  
 brand parity, 393, 395  
 Brando, Marlon, 62, 66-68  
 Bravo, 24  
 Bray, John R., 328  
 Bray-Hurd Process Company, 328  
*Brazil*, 154  
*Break Stuff*, 302  
*Breathless*, 212, 215  
 Brecht, Bertolt, 71, 72, 80, 246, 397  
 Brinkley, Joel, 192  
*Brilliant Disguise*, 313  
 British Broadcasting Corporation, *see* BBC  
 broadcast standards and practices, 345  
 Brown, Mary Ellen, 455  
 Brunson, Charlotte, 18, 449, 464  
 Bryant, Jennings, 128  
 BSP, *see* broadcast standards and practices  
 Budd, Mike, 89, 367, 385, 412  
*Buddy Holly*, 306, 309  
 Budweiser, 376  
*Buffy the Vampire Slayer*, 53, 57, 151, 155, 429, 459  
 bug, 273-275  
 Buggles, The, 287  
 bugs, 273-275, 327, 333, 336, 339, 348, 353, 358  
*Bugs Bunny Show, The*, 339  
*Bugs Bunny Theater, The*, 339  
 Bunim/Murray Productions, 95  
 Buñuel, Luis, 28, 215  
 Burke, Timothy, 359  
 Burger King, 376  
 Burgoyne, Robert, 463  
 Burke, Kevin, 359  
*Burning Bed, The*, 76  
 Burns, Gary, 322  
 Burns, George, 70, 89, 121, 122, 128, 219, 230, 258, 322  
 Burt, George, 251  
 Burton, Julianne, 87, 127  
*Busted On the Job: Caught On Tape*, 96  
 Butler, Jeremy, 18, 81, 226  
 Butler, Judith, 457-458  
 Byrne, David, 313  
 Byron, Lord, 429  
*Cabinet of Dr. Caligari, The*, 308  
 cable television, 70, 98, 288, 346, 355, 357  
 Cadillac, 374  
*Cagney and Lacey*, 34, 62  
 Caldwell, John, 396, 399  
 California Institute of Technology, 346  
*California Love*, 306  
*Californication*, 304  
*Call of Duty 2*, 352  
 Calloway, Cab, 332  
 Calvert, Ben, 462  
 camera height, 177, 179, 191  
 camera movement, 178, 180, 181, 185, 222, 262, 400, 401, 441  
 camera obscura, 80, 160  
 camera operator, 125, 160, 161, 163, 164, 173, 180, 181, 272  
 Canary, David, 222-223  
*Candy Shop*, 57  
 Cannell, Stephen J., 263  
*Cannon*, 61  
 Cannon, Danny, 164

- Caray, Harry, 108  
 Carell, Steve, 124  
*Carol Burnett Show, The*, 244  
 cars, 124, 138, 147, 374, 380, 383, 384,  
 388-390, 411, 423, 424  
 cartoon, 149, 325-335, 337-346, 349,  
 351-360, 368, 405, 406, 408  
 Cartoon Network, 325, 352, 353, 356-358,  
 368  
 Cartwright, Nancy, 230  
*Casablanca*, 24  
 Casey, Bernadette, 462  
 Casey, Neil, 462  
 Cassidy, David, 260  
 Cassidy, Hopalong, 260  
 Cattrall, Kim, 9  
 cathode ray tube, 257  
 Cattrall, Kim, 9  
 CBN (Christian Broadcasting Network), 8  
 CBS (Columbia Broadcasting System), 3, 7,  
 30, 89, 100, 101, 108, 118,  
 142, 189, 258, 260, 261, 270,  
 271, 278, 282, 339, 364-368,  
 371, 372  
 CD (compact disc), 15, 289  
 cel, 328, 333, 336, 355, 358  
 Centre for Contemporary Cultural Studies  
 (CCCS), 17, 449  
 CGI (computer-generated imagery), 189,  
 254, 346, 348, 349, 352, 359,  
 360  
 Champion, Marge, 333  
 Chandler, Daniel, 421  
*Channels of Discourse*, 47, 323, 462  
 Chaplin, Ralph, 237  
*Chappelle's Show*, 98  
 Charles, Ray, 292  
*Charlie's Angels*, 56, 62  
 Chase, David, 181  
*Cheers*, 34, 139, 235, 262  
 Chevrolet, 379, 439-441, 444  
 chiaroscuro, 154, 157  
 Chiat/Day, 387  
*Chicago*, 290  
*Chicago Hope*, 139  
 Chicago White Sox, 108  
*Chicken Little*, 331  
 Chion, Michel, 251  
 Chomsky, Noam, 452  
 Christian Broadcasting Network, *see* CBN  
 chroma, 172, 189  
 chroma key, 189  
 chrominance, 172  
 CHUM, 300  
 CinemaScope, 182  
 cinematographer, 160, 196, 248  
 cinematography, 59, 158-160, 192, 301, 392,  
 399  
 Cinnamon Toast Crunch, 409  
*Citizen Kane*, 139, 166  
 CITY-TV, 300  
 Clampett, Bob, 355, 430  
 Clark, Dick, 292  
 classical Hollywood cinema, 23, 48  
 Clift, Montgomery, 67, 68  
 Clooney, George, 46  
*Close to Home*, 278  
*Closer, The*, 140, 241, 278  
 Close, Glenn, 230  
 CMT (Country Music Television), 288, 301  
 CNN, 274, 372  
 Coca-Cola, 362, 381, 392, 393, 401, 409,  
 411  
     Coke Classic, 381  
     Diet Coke, 411  
     New Coke, 381  
 code, 10, 54, 57, 58, 60, 63, 65, 68, 86, 122,  
 431, 435, 445  
     content analysis, 422-425  
 Colbert, Stephen, 98  
*Cold Case*, 34, 281  
*Cold Hearted*, 290  
 Colgate, 406  
 color television  
     introduction of, 270-272  
*Columbo*, 62, 149-150

- Comedy Central, 357  
 commercial, the 363-413  
     polysemy, 373-388  
     persuasive style, 388-412  
 compact disc, *see* CD  
 compositing, 269  
 compression, 162, 170, 244, 254  
 compression artifacts, 170  
 computer-generated imagery, *see* CGI  
 Conner, Bruce, 77, 78  
 Conrad, William, 26, 61  
 conspicuous consumption, 374, 375  
 continuity editing, 202, 215, 222, 224, 239, 321, 402  
 continuity person, 199  
 convergence, 18, 119, 364, 366, 454  
 Coors Light, 377  
*Cop Rock*, 281, 399, 433  
*Cops*, 94, 118, 120, 124, 125, 127, 155, 172  
 copyright, 189, 231, 274, 411, 452  
 Corel Bryce, 349  
 Corner, John, 17, 124-125, 462  
 Cosby, Bill, 7-9, 78, 188, 429  
*Cosby Show, The*, 7-9, 78, 188  
 Cosell, Howard, 112  
*Cosmic Ray*, 292  
 cost per mil, *see* CPM  
 Costello, Elvis, 54  
 costume design, 149, 150  
 Cottle, Captian Bob, 341  
 counter television, 389, 396, 397  
*Courage the Cowardly Dog*, 356  
 Court TV, 368  
 Cover Girl Clean Sheer Stick, 378  
*Cow and Chicken*, 356  
 Cox, Courteney, 35, 310  
 CPM (cost per mil), 370  
 Craig, Steve, 89, 357, 367, 412  
*Crazy*, 303, 429  
 Cream, 9, 96, 383, 390  
 Creeber, Glen, 48, 463  
 Crest, 256, 405, 406  
 Crimson Tide, 424  
 Cronkite, Walter, 89, 102  
 Cross Crunch, 87, 88  
 Crow, Sheryl, 308  
 CRT, 257  
 Cruise, Tom, 86  
*Crusader Rabbit*, 340-342  
*CSI*, 12, 278  
     *Crime Scene Investigation*, 34, 164, 171, 177, 269  
     *Miami*, 34, 148, 151  
     *NY*, 372  
 Csupo, Gabor, 355, 356  
 cultural studies, 17, 322, 425, 449, 451, 457-462  
 Cunningham, Chris, 154  
 CW, The, 3, 7, 364  
 D'Acci, Julie, 18, 464  
*Da Funk*, 299  
 Daffy Duck, 339, 345, 358  
 Dahlgren, Peter, 453, 464  
*Daily Show With Jon Stewart, The*, 90, 98, 454  
*Dallas*, 40, 44, 45, 76, 436  
 Daly, Carson, 300  
*Dancing in the Dark*, 291, 310  
*DangerMouse*, 354  
*Dating Game, The*, 118, 120  
 Davis, Kristin, 9  
 DAW (digital audio workstation), 228-229, 242  
*Dawson's Creek*, 233  
*Day After, The*, 31, 43  
 Dayan, Daniel, 226  
*Daydream Believers*, 294  
*Days of Wine and Roses, The*, 254  
 DBS (direct broadcast satellite), 365, 366  
 De Beers, 374  
*Dead Man Walking*, 30  
*Deadwood*, 40, 58, 430  
 Dean, James, 67, 68  
 Dee, Sandra, 57  
 decoding, 18, 450  
 decoupage, 212

- Deee-Lite, 304  
 deep space, 156, 166  
 Delsarte, Françoise, 63, 65  
 demographic, 356, 368, 412  
 Denisoff, Serge, 322  
 depth of field, 163, 164  
 designated market area, *see* DMA  
 Desilu Productions, 365  
*Desperate Housewives*, 4, 34, 40, 370, 371  
*Deuce Bigalow: European Gigolo*, 24  
*Deuce Bigalow: Male Gigolo*, 24  
 Devo, 292, 356  
*Dexter's Laboratory*, 356  
 dialogue, 10, 12, 58, 60, 62, 68, 92-94, 157,  
     217, 221, 229, 230, 233, 234,  
     239, 240, 247, 278, 306, 307,  
     341, 343, 344, 359, 389, 391,  
     403, 405, 427, 444  
 diaspora, 460  
*Dick Van Dyke Show, The*, 153  
 Dickens, Charles, 40  
 diegesis, 249, 280  
 diegetic space, 249  
 digital audio workstation, *see* DAW  
 Digital Betacam, 169  
 digital television, *see* DTV  
 digital video, *see* DV  
 digital video recorder, *see* DVR  
 Digital8, 168  
 director, 429  
 DirecTV, 170  
*Dirty Diana*, 306  
 disc jockey, 294  
 discourse, 7, 11, 17, 18, 47, 48, 81, 119,  
     129, 323, 340, 345, 346, 360,  
     373, 374, 379, 412, 447-452,  
     457, 458, 459-460, 462  
 Disney, Walt, 255, 263, 325, 329-339, 352,  
     358, 360, 367, 373, 453  
 Disneyland, 263, 334, 339  
 dissolve, 202, 214-215, 238  
*Divorce Court*, 120  
 Divx, 254, 255  
 DJ, 294, 297, 298, 302, 315, 316, 320  
 DMA (designated market area), 412  
 documentary, 15, 85, 93, 96-98, 119-122,  
     124, 125, 127, 128, 166, 167,  
     173, 181, 273, 292, 433  
 Dodge, 236, 380, 395  
 Dodge Caravan, 380  
 Dolby, 247, 256, 265  
 Dolby Digital, 247  
 Dolenz, Mickey, 293  
*Doll's House, A*, 65  
 dominant ideology, 446, 447, 452  
 Don Lee Broadcasting, 258  
*Donald's Cousin Gus*, 327  
 Donald Duck, 327, 333  
*Donna Reed Show, The*, 78, 280  
*Don't Fence Me In*, 313  
*Dont Look Back*, 291  
*Doug*, 46, 354  
 Douglas, Mary, 375  
 Dow, 464  
 Downey, 385  
 Dr. Dre, 306  
*Dragnet*, 54, 57, 264, 280, 281  
 Drake, Larry, 65  
*Drawn Together*, 357  
 Drescher, Fran, 62  
 DTV (digital television), 4, 160, 166, 170,  
     192, 196, 202, 219, 228, 243-  
     244, 247-279, 255, 267, 269  
 dubbing, 230, 246  
*Dukes of Hazzard, The*, 231  
 Dumont Network, 339  
 Duncan Hines, 385  
 DV (digital video), 170, 196, 202  
 DVC Pro, 169  
 DVCAM, 169  
 DVCPROHD, 169  
 DVD, 3, 15, 23, 182, 186, 188, 212, 213,  
     232, 236, 254-256, 274, 364,  
     440, 444, 451, 453  
 DVR (digital video recorder), 4, 14, 274  
 Dyer, Gillian, 128

- Dyer, Richard, 53, 54, 60, 81, 128, 385-386, 392
- Dylan, Bob, 93-94, 155, 291
- Dynasty*, 40, 436
- EASTMAN Color, 336
- economic structure, 362, 364
- Ed Sullivan Show, The*, 70, 293
- editing, 195-226
  - continuity, 202-215
  - news, 215-216
  - nonlinear, 199-202
  - non-narrative, 215-216, 224-225
- editor, 199, 200, 202, 210, 215, 218, 220, 221, 228, 229, 233, 235, 264
- Edwards, Anthony, 51-52
- Eisenstein, Sergei, 24, 226, 389
- Electric Circus*, 293
- Ellis, John, 17, 18, 37, 47, 225, 250, 465
- empirical research methods, 418-425
  - content analysis, 422-425
  - hypodermic needle, 421, 456
  - limited effects, 421
  - uses and gratifications, 421
- empiricism, 418, 423, 425, 451, 461
- End of the Innocence, The*, 299, 308
- Energizer, 410, 411
- Engel, Georgia, 61
- enigma, 25, 26, 28, 32, 33, 36-38, 44-46, 113, 114, 385
- Entertainment Weekly*, 382
- epic theater, 69, 71, 397
- ER*, 18, 40, 46, 51, 59, 139, 181, 239, 455
- Erickson, Hal, 360
- ESPN, 3, 111, 113, 274, 275, 372
- establishing shot, 176, 204, 205, 213, 222
- Eternal Sunshine of the Spotless Mind*, 299
- ethnic studies, 455, 459-461
- ethnography, 446, 449, 451, 465
- Everybody Loves Raymond*, 401
- Everything is Everything*, 314, 319
- Express Yourself*, 299, 302, 309
- eyeline match, 204, 210
- fade, 172, 214, 215, 238, 287
- Fairbanks, Jerry, 261
- Faking It*, 45
- Falk, Peter, 62, 149, 150
- Falluja, 85
- Falluja: The Hidden Massacre*, 85
- false consciousness, 446
- Fame*, 281, 433
- Family Feud*, 117
- Family Friendly Programming Forum, 8
- Family Guy*, 357
- family values, 7, 8
- Fantastic Voyage*, 27
- Fantômas*, 40
- Farnsworth, Philo T., 257
- Fat*, 306
- Fatboy Slim, 302
- Father Knows Best*, 78
- Fawcett, Farrah, 56-57, 62, 76
- FCC (Federal Communications Commission), 243, 270, 271
- Federal Express, 398
- Federal Trade Commission, 405
- FedEx, 398
- Felix the Cat, 258, 326, 331, 336
- feminism, 78, 80, 322, 323, 418, 428, 455-458
- Fenton, Tom, 100
- Feuer, Jane, 432
- Field, Sally, 57
- 50 Cent, 57, 61
- fill light, 151-155
- film
  - 16mm, 15, 166-169, 172, 259, 260
  - 35mm, 167, 168, 171, 267
  - formats, 167, 168
  - super-8, 167, 169, 171
- Final Cut Pro, 199-202, 226
- Fincher, David, 299
- Finish Line, 384
- Fireside Theatre, 260
- Fischer, Lucy, 80
- Fiske, John, 10, 11, 17, 80, 85, 116, 117, 323, 448, 449, 463

- Flash-Matic, 276
- flashback, 110, 249, 281, 444
- Fleischer, Max, 332, 351
- Flickr*, 16
- Flintstones, The*, 325, 340-344, 348, 349, 353, 359
- Flitterman-Lewis, Sandy, 463
- flow, 6, 7, 10-14, 16, 17, 44, 47, 84, 102, 104, 106, 110, 112, 116, 234, 238, 239, 277, 369
  - and interruption, 12, 110, 116
- Flowers and Trees*, 332
- Flying-A Productions, 263
- focal length, 161-163, 179, 180, 272, 400
  - telephoto, 110, 161-163, 191, 400, 401
  - wide angle, 161-163, 180, 322, 400, 401
- focal plane, 161
- focal point, 161
- focus, 163-166, 400
  - deep, 156, 165, 166
  - pull, 400
  - rack, 164
  - shallow, 164, 165
  - soft, 165
- foley, 234
- Foo Fighters, 299
- Food Network, 368
- Forbes*, 73-74
- Forbes, Malcolm, 447
- Ford, Harrison, 25
- Ford, John, 429
- Ford Motor Company, 373, 393
- Fosse, 290
- Foster's Home for Imaginary Friends*, 357
- Fox, 3, 83, 108, 118, 255, 346, 353, 354, 364, 371, 372, 454
- FoxNews, 107
- framing, 173, 175, 176, 191, 192, 246, 248, 402, 441
  - close-up, 56, 173, 174, 176
  - extreme close-up, 175, 176
  - extreme long shot, 173
  - long shot, 174-176
  - medium close-up, 174, 246
  - medium long shot, 174
- Francis, Genie, 74-75
- Frank, Robert, 308
- Frasier*, 140, 142, 262, 277, 367
- Freakazoid!*, 358
- French Kiss*, 295
- French New Wave, 337
- Freud, Sigmund, 68, 80, 449
- Friday Night Videos*, 288
- Friedman, James, 129
- Friends*, 34-37, 39-41, 54, 62, 222, 262, 353, 444
- Frith, Simon, 321, 323
- From Here to Eternity*, 29-30
- FTC, *see* Federal Trade Commission
- Full Monty, The*, 31
- Gabriel, Peter, 305
- Gabriel, Teshome H., 465
- Gallo Winery, 379
- game show, 114-116, 118, 120-122, 129, 143, 145, 294, 397
- Gandolfini, James, 181
- Gap, The, 56, 212, 376
- Gatorade, 375
- Gauntlett, David, 464
- gay culture, 458
- Gaye, Marvin, 128, 317
- GEICO, 165, 176
- Geis, Michael L., 413
- Gelbart, Larry, 282
- Gellar, Sarah Michelle, 154
- gender identity, 457, 459
- General Hospital*, 44, 74
- General Motors, 373
- genre, 48, 87, 99, 114, 119-122, 124, 138, 278, 418, 421, 428, 429-435, 449, 461-462
  - classical period, 435-436
  - genre study, 99, 119, 418, 428, 430, 436, 461-462

- definition, 432  
 self-reflexivity and, 435-436  
*George Burns and Gracie Allen Show, The*,  
 70, 121, 122, 219  
 Geraghty, Christine, 462  
*Gerald McBoing Boing Show, The*, 337  
*Gertie the Dinosaur*, 327, 336  
*Gettin' Grown*, 201-202  
*Ghost Whisperer*, 278  
*G.I. Joe: A Real American Hero*, 345  
 Gibbons, Euell, 377  
 Gidget, 57  
*Gilligan's Island*, 235, 278  
*Gilmore Girls*, 7, 8-10, 55, 56, 62, 239  
 Gitlin, Todd, 17, 323, 463  
*Give It Away*, 308  
 Gleason, Jackie, 344  
 globalization, 452, 453  
 Godard, Jean-Luc, 29, 71, 72, 212, 215  
*Gold Diggers of 1933, The*, 291  
 Golf channel, 368  
 Gondry, Michel, 299, 314  
*Gone with the Wind*, 24, 26, 31  
 Goodwin, Andrew, 128, 295, 322, 463  
*Goofy Gophers, The*, 339  
*Google*, 16, 73  
 Gorazde, 100, 101  
 "Got Till It's Gone," 242  
 Graham, Lauren, 8, 10, 62, 156, 266  
 Gramsci, Antonio, 447, 455  
 Grant, Cary, 411  
 Gray, Herman, 460, 464-465  
 Greer, Aaron, 200-202  
*Greystoke: The Legend of Tarzan*, 230  
*Grey's Anatomy*, 23, 34, 40, 231  
 Griffith, Andy, 35, 54  
 Griffith, D. W., 23  
 Gronbeck, Bruce E., 427-429, 463  
 Grossberg, Lawrence, 323  
*Guiding Light*, 42  
*Gumby Show, The*, 349  
*Gymnopedie*, 236  
 Habermas, Jürgen, 454  
 Hagman, Larry, 76  
 Hair Club, The, 397  
 Hall, Stuart, 10, 18, 449, 464  
*Halloween*, 29, 349  
 Hanna, Bill, 340  
 Hanna-Barbera, 279, 340, 342, 356  
 Hannigan, Alyson, 221  
*Happy Days*, 306, 309  
 Haralovich, Mary Beth, 464  
*Hard Day's Night, A*, 281, 293  
 Harris, Julie, 67  
 Harrison, Mark, 359  
*Harvey Birdman: Attorney at Law*, 357  
 Havins, Alexa, 41  
*Hawaii Five-O*, 148  
 HBO, 3, 23, 31, 77, 266, 274, 384  
 HD, *see* high-definition  
 HDCAM, 168, 169  
 HDTV, *see* high-definition television  
 HDV, *see* high-definition video  
*He-Man and the Masters of the Universe*,  
 345  
*He Said, She Said*, 184-186, 188, 399  
 Heath, Stephen, 250  
 hegemony, 446-448, 453, 455  
*Help!*, 293  
 Hendershot, Heather, 359  
 Henley, Don, 299  
*Hennesy*, 249  
 Henning, Paul, 428-429  
 Herman, Edward S., 452  
 Herrera, Anthony, 46  
 Herzegovina, 100  
 Hi8, 166, 168, 172  
*High Noon*, 27  
 high-definition (HD), 160, 166-171, 181,  
 188, 191, 196, 219, 254, 266,  
 267, 290, 399  
 high-definition television (HDTV), 170-171,  
 181, 184, 188, 254, 266, 290  
 high-definition video, 166, 167, 170, 191  
 high-key lighting, 153, 154  
 Hilfiger, Tommy, 375

- Hill, Annette, 129, 462, 464  
 Hill, Lauryn, 314-320  
*Hill Street Blues*, 68, 77, 272  
 Hilton, Paris, 73, 125  
 hiphop, 316, 317  
*Histeria!*, 358  
 historical reality, 86, 87, 89-91, 97-100, 109, 112, 114, 126, 127, 146, 409, 411  
 historical world, 86-91, 93, 94, 96, 97, 99, 100, 102, 104, 107, 114, 116, 118-120, 122, 123, 126, 127, 159, 172, 250  
 Hitchcock, Alfred, 21, 199, 429  
 Hobson, Dorothy, 18, 464  
 Holbrook, Morris B., 129  
 Holdstein, Deborah H., 323  
 Holmes, Katie, 86  
 Holmes, Su, 119, 121, 129  
 Holly, Buddy, 299, 309  
*Home Improvement*, 367  
*Honeymooners, The*, 344  
*Homicide: Life on the Street*, 212  
 Hopper, Hedda, 339  
 Houseman, John, 378  
 Houston Astros, 108  
*How I Met Your Mother*, 264  
 Howard, Ron, 230  
 Hubley, John, 334  
*Hull High*, 281  
*Hullabaloo*, 293  
*Human Nature*, 299  
 Humphrey, Renee, 237  
 Hunt, Darnell M., 465  
 Hurd, Earl, 328  
 Hurd, Geoffrey, 435-436  
 Hurrell, George, 308  
 HUT (households using television), 370-371  
 Hutton, Lauren, 26, 401  
 Hyundai, 388-390, 411  
*I Love Lucy*, 58, 218, 219, 261-263, 365, 371  
 IBM, 387  
 Ibsen, Henrik, 65  
 icon, 81, 438  
 iconography, 139, 147-149  
 ideological analysis, 413, 434-435, 462  
 ideology, 7, 11, 17, 18, 79, 127, 128, 226, 322, 364, 375, 387, 439, 445-451, 455-457, 460  
 IFC (Independent Film Channel), 24  
 illusion of depth, 161-163, 180, 335  
 image quality, 166, 169, 170, 219, 265  
*In Da Club*, 57  
*In Living Color*, 231  
 in medias res, 25, 41, 46  
 Independent Film Channel, *see* IFC  
 independent producers, 263, 264, 365  
 Infiniti, 401  
 infrastructure, 447, 452  
*Inside Politics*, 454  
 Internet, The, 3, 15, 16, 89, 119, 255, 287, 382, 386, 451, 454  
 interruption, 6, 14, 17, 31, 32, 44, 47, 104, 106, 341, 456  
*Interstate Love Song*, 308  
 intertextuality, 73, 74, 77, 79, 127, 389, 410-412  
*Intimate and Interactive*, 300  
 iPod, 3, 288  
 Iraq, 85, 86, 146  
*Ironic*, 310, 336  
*Ironside*, 148  
*Ishtar*, 24  
*It's Garry Shandling's Show*, 246  
*It's Oh So Quiet*, 290, 291, 299  
*I'll be Glad When You're Dead You Rascal You*, 332  
*Jack Benny Show, The*, 218  
*Jackass*, 419  
*Jackie Gleason Show, The*, 70, 261  
*Janie's Got a Gun*, 303  
 Jackson, Janet, 242, 308  
 Jackson, Michael, 73, 306, 307, 308  
*Jazz on a Summer's Day*, 291  
*Jazz Singer, The*, 329

- Jeopardy!*, 115-117  
 Jermyn, Deborah, 119, 121, 129  
*Jetsons, The*, 355  
 Jhally, Sut, 109, 413  
*Jimmy Eat World*, 231  
*Joey*, 40, 54  
*Johnny Bravo*, 356  
 Johnson, Don, 33, 76  
 Johnson, Magic, 112  
 Johnson & Johnson, 373  
 Jones, Chuck, 343  
 Jones, Davy, 293  
 Jones, Tom, 304  
 Jonze, Spike, 290, 299, 309  
 Jordan, Michael, 112, 375  
 jump cut, 204, 212, 323  
 Kaminsky, Stuart, 128, 433-434  
 Kaplan, E. Ann, 80, 128, 322, 458, 459, 463  
 Katz Television Group, 372  
 Kavka, Misha, 124  
 Kazan, Elia, 66  
 Kelly, Gene, 290, 411  
 Keslowitz, Steven, 360  
 Ketchum, Hall, 186-187  
 key light, 151-154  
 keyframe, 348  
 Kilborn, Richard, 421  
 Kilbourne, Jean, 413  
 Kindem, Gorham, 158  
 Kinder, Marsha, 322  
 kinescope, 218-219, 259, 265  
*King Kong*, 349  
 Kirshner, Don, 293  
*Kiss*, 304  
 Klasky, Arlene, 355, 356  
 Klein, Calvin, 384  
 Knutson, Gunilla, 383  
 Kodak, 336  
 Kompare, Derek, 122  
 Kournikova, Anna, 113  
 Kreutzner, Gabriele, 464  
 Kricfalusi, John, 337, 355  
 Kutcher, Aston, 221  
*L.A. Law*, 65, 210, 459  
 Lacan, Jacques, 449  
 Lacey, Nick, 47, 463  
 Laing, Dave, 321  
 Landy, Marcia, 80  
 Lang, Fritz, 309  
*Larry Sanders Show, The*, 266  
*Laugh-In*, see *Rowan & Martin's Laugh-In*  
 laugh track, 219, 235, 240, 282, 344, 432, 435  
*Law & Order*, 34, 68, 100, 278, 435, 455  
 Lawrence, Florence, 74  
 Lazere, Donald, 128  
*Lazy Bones*, 276  
*Leave It to Beaver*, 355  
*Leaving Las Vegas*, 308  
 Lee, Tommy, 73  
*Left of the Dial*, 72  
 Leno, Jay, 146  
 lens, 59, 94, 160-163, 272  
     normal, 161-162  
     telephoto, 161-162  
     wide angle, 161-162  
 letterbox, 184-186, 188  
 Letterman, David, 230, 233, 282, 447  
 Levi's, 393  
 Lewis, Justin, 46,  
 Lewis, Lisa A., 80, 323  
 Lewis, Thomas S. W., 284  
 LFE (low-frequency effects), 247  
 LGBT (lesbian, gay, bisexual, and transgender) identities, 458-459  
 Library of Congress, 24  
 Lifetime, 3  
 lighting, 10, 59, 137, 139, 150, 151, 153-155, 157, 158, 165, 196, 262, 291, 303, 309, 310  
     and character, 59  
     color, 154  
     direction and intensity, 151  
     hard light, 155  
     high-key, 153

- low-key, 153
- soft light, 155
- three-point, 151
- Like a Prayer*, 302
- Like a Virgin*, 302
- Lincoln, 374
- Lincoln, Elmo, 33
- Lion King, The*, 331
- lip sync, 233
- live broadcasts, 4, 219, 258, 436
- Live to Tell*, 303
- live-on-tape, 218, 220, 222, 225, 233, 239, 244, 245, 248, 265
- Long, Ben, 192
- looping, 230
- Lost*, 34, 40
- Louis XVI, 378
- Lovett, Lyle, 308
- low-frequency effects, *see* LFE
- low-key lighting, 153-155
- Lowe, Andrew, 18, 464
- Lucas, 314
- Lucas, George, 196, 267, 314
- Lucas with the Lid Off*, 314
- Lucci, Susan, 76, 222
- Lucky*, 254, 310
- luminance, 172
- Lury, Karen, 158, 239
- Lusted, David, 462
- Lynch, David, 28, 215, 429
- M\*A\*S\*H*, 39, 282
- M&M, 398
- Mac, Bernie, 439
- McDonald, Eugene F., 276
- Macbeth*, 65
- MacCabe, Colin, 463
- MacDonald, J. Fred, 464
- Macintosh, 387, 388
- Macromedia Flash, 348
- Madden, John, 111
- made-for-TV movie, 31
- Madonna, 80, 81, 288, 299, 302, 303, 309, 323, 458, 459
- Magnum, P.I.*, 148, 445
- Mahan, Jeffrey, 433-434
- Majors, Lee, 190
- Malcolm in the Middle*, 71, 176, 230
- Mama Knows the Highway*, 186-187
- Man in the Mirror, The*, 306
- Man in the Moon*, 313
- manifest content, 422
- Mannix*, 263
- Manthey, Jerri, 125
- Marc, David, 18, 430
- Margera, Cole “Bam”, 7
- Margulies, Julianna, 46
- Mark VII, 263
- Marx, Groucho, 411
- Marx, Karl, 435, 446
- Married...With Children*, 239, 353
- Mary Hartman, Mary Harman*, 436
- Mary Tyler Moore Show*, 34, 61
- Masciarotte, Gloria-Jean, 80
- Mastermind*, 116
- Masterson, Danny, 63, 221
- match cut, 210, 212, 239
- match-on-action, 204, 210, 214, 223
- Material Girl*, 302, 323
- Matlock*, 54
- Max Headroom*, 266
- McCay, Winsor, 327, 328
- McChesney, Robert W., 451, 453
- McCracken, Eugene F., Commander, 357
- McDonald's, 265, 375, 376, 386
- McDowell, Andie, 230
- MCI Network, 386
- McIntyre, Jamie, 89
- means of production, 446
- media text, 76
- mediasphere, 454
- Méliès, Georges, 308
- Mellencamp, Patricia, 80, 129, 463
- Mercedes-Benz, 386, 392
- Mercer, Colin, 322, 463
- Mercer, Kobena, 322
- Merman, Ethel, 332

- Messaris, Paul, 362, 382-384, 391, 409-410, 413
- Metcalf, Mark, 155
- Metropolis*, 309
- MGM (Metro-Goldwyn-Mayer), 23, 255, 330, 338, 353, 358
- Melrose Place*, 436
- Miami Vice*, 33, 35, 37, 76, 148, 149, 279, 399
- Michaels, Al, 112
- Mickey Mouse Club, The*, 263, 339
- microphone, 244-247, 250
- MicroStrategy, 186, 399
- Midnight Cowboy*, 30
- Midnight Special*, 293
- Mighty Mouse Playhouse, The*, 339
- Miller, Keith, 100-101, 226
- Miller, Toby, 462
- Millett, Kate, 455
- Mills Brothers, The, 332
- Milton Berle Show, The*, 70, 293
- Minnie the Moocher*, 332
- Minute Maid, 108
- Miranda, Carmen, 339
- mise-en-scene, 137, 145, 157, 158, 160, 177, 189, 199, 224, 227, 392, 397, 400, 427, 428, 430, 445, 448
- Miseducation of Lauryn Hill, The*, 316
- Mission: Impossible*, 263
- MIT, 48, 346, 360
- Mitchell, Joni, 242
- Mittell, Jason, 48, 463
- Mirzoeff, Nicholas, 81
- mode of production, 48, 195-225, 233, 239, 245, 264, 327-330, 333, 340, 346, 352, 353, 358, 359, 449
- single-camera, 195-216
- multiple-camera, 195-196, 216-224
- Modern Moist Towelette Collecting*, 368
- Modleski, Tania, 80, 128, 250, 456
- Monaco, Paul, 463
- Monday Night Football*, 108, 170
- Mongoloid*, 292
- Monkees, The*, 281, 293-294
- Monogram Pictures, 22
- Monroe, Marilyn, 56, 81, 302
- montage, 279, 307, 389, 403
- Montenegro*, 30
- Monterey Pop*, 291, 301
- Monty Python's Flying Circus*, 266
- Moonlighting*, 71, 190, 273
- Moorti, Sujata, 464
- Morissette, Alanis, 312
- Morley, David, 128, 449
- morphing, 409
- Morris, Errol, 97
- Morris, Gillian, 231
- Morse, Margaret, 128, 322, 360, 407-408
- Moschitta, Jr., John, 398
- Moscow Art Theater, 67
- Mothersbaugh, Mark, 356
- Motown, 316
- Mountain Dew, 401
- movie of the week, *see* MOW
- MOW (movie of the week), 21, 22, 31-33, 35, 47, 48, 149, 197
- MP3, 289
- Mr. and Mrs.*, 117
- MTV, 31, 80, 95, 118, 126, 287-289, 292-297, 300, 301, 306, 320-323, 356, 368, 372
- MTV2, 7, 288, 295, 301
- MuchMoreMusic, 288
- MuchMusic, 288, 293-295, 297-300, 321, 322
- Mulcahy, Russell, 289
- Murder, She Wrote*, 34
- Murphy Brown*, 6-8, 18, 56, 459
- Murray, Janet, 13, 48
- Murray, Susan, 129
- Musburger, Robert B., 158
- music, 61, 199, 220, 228, 229, 231-234, 236, 238, 239, 241, 247, 249-251, 279-281, 283
- pitch, 61
- music video, 57, 72, 81, 154, 238, 288, 289,

- 291, 299-301, 303, 305, 306,  
308, 320-322, 403, 409, 458
- musical director, 199
- MusiquePlus, 288
- Musser, Alec, 41
- My Artistical Temperature*, 340
- My Little Pony*, 353
- My Name Is Earl*, 71, 264
- My So-Called Life*, 21, 156, 166
- Myers, Greg, 413
- mythic analysis, 434, 435
- Naficy, Hamid, 465
- Nanny, The*, 62
- narration, 61, 71, 230, 249, 391
- narrative, 21-48
  - made-for-television (or MOW), 31-33
  - serial, 40-47
  - series, 33-40
  - theatrical film, 22-31
- National Enquirer, The*, 104
- National Football League, *see* NFL
- National Television System Committee, *see* NTSC
- NATO, 100
- Natural Miracle Bra, 382
- naturalism, 64, 68-69, 72, 80, 330-334, 337, 352, 358, 377
- Nesmith, Michael, 293, 294
- Netflix, 3
- Neuwirth, Allan, 359
- Never Too Far From Home*, 173-175
- New York Times*, 260
- Newcomb, Horace, 17, 129, 463-464
- Newhart*, 62, 262
- Newhart, Bob, 62
- Newlywed Game, The*, 117
- news, 12, 18, 83, 85, 89, 90, 93, 94, 98, 99, 128, 144, 146, 147, 157, 169, 172, 180, 196, 217, 220, 230
  - and ideology, 452
  - and the public sphere, 454
  - costume design, 150
  - editing, 215, 216
  - hard news, 103, 104, 109
  - lighting, 153
  - location shooting, 147
  - microphones, 246
  - newscast, 99-103, 105-107, 127, 138, 143
  - set design, 144, 146
  - soft, 103, 104
- NFL (National Football League), 108, 110-112, 367
- Nichols, Bill, 84, 86, 87, 89, 127, 226
- Nickleodeon, 325
- Nielsen Media Research, 3, 34, 367-370, 412, 419, 420
- Nightmare on Elm Street*, 33
- Nik at Nite, 7
- Nike, 375, 411, 436, 439, 440
- 1984, 120, 387, 388, 405
- Nipkow, Paul, 257
- Nixon, Cynthia, 9
- NLE (nonlinear editing), 199, 200, 202, 218, 226, 228, 269
- No Business of Yours*, 217
- No Direction Home*, 93
- nondiegetic music, 249, 403, 405
- nonlinear editing, *see* NLE
- non-narrative, 83-127
  - forms and modes, 87-98
  - genres, 99-126
- Noriega, Chon, 461, 465
- Northern Exposure*, 199, 204-211, 212, 215, 235, 239
- Nothing Compares 2 U*, 312
- Notts, Don, 35
- Nova*, 99
- Noxzema, 383, 389
- NTSC (National Television System Committee), 168, 170, 271
- Nunn, Heather, 129
- NYPD Blue*, 181, 430
- O.C., The*, 231, 436
- Obalil, Linda, 331

- objective correlative, 58  
*Oceantics*, 326  
 O'Connor, Sinéad, 312  
*Office, The*, 36, 124, 264  
 Ogilvy & Mather, 379, 380  
*Oh Father*, 299  
 Ohanian, Thomas A., 226  
 Olivier, Laurence, 65  
 Olsson, Jan, 18  
*On the Greener Side*, 308  
*On the Waterfront*, 66  
 180 degree rule, 203-204, 206, 213, 222, 225, 402  
*Oprah Winfrey Show, The*, 75, 121, 459  
*Ordinary People*, 26, 84, 455  
 O'Reilly, Tim, 15  
*O'Reilly Factor, The*, 91  
*Original Amateur Hour, The*, 121, 260  
 Orwell, George, 387  
 Osbourne, Ozzy, 122, 125  
*Osbornes, The*, 121, 122, 125  
*Otherside*, 308  
 OurMedia, 15  
 Paik, Nam June, 72  
 Pampers, 385  
 pan-and-scan, 184-186  
 Panavision, 182  
*Panic Room*, 299  
*Papa Don't Preach*, 302  
 paradigmatic structure, 444  
 Paramount-Fleischer-Famous Studios, 339  
 Park, Nick, 349  
*Parker Lewis Can't Lose*, 282  
 Parker, Sarah Jessica, 9  
 parody, 98, 293, 306, 331, 379, 384, 410, 411, 436  
*Partridge Family, The*, 293  
 pastiche, 98, 411  
 PBS (Public Broadcasting Service), 3, 34, 93, 94, 97, 231, 284, 288  
*Pee-wee's Big Adventure*, 187-188  
 Peirce, C. S., 438  
 Pegley, Karen, 322  
 Penn, Sean, 30, 303  
 People Meters, 367-369  
*People Weekly*, 79  
 People's Choice Awards, 7  
*People's Court*, 120  
 Pepsi, 197, 362, 393, 395  
 performance, 60, 79, 80, 146, 155, 219, 264  
     anti-naturalist, 64, 68, 80  
     Brechtian, 71, 476  
     in commercials, 397, 398, 457, 458  
     in music video, 301-303, 306  
     Method, 65, 67, 68  
     naturalist, 64-66, 80  
     signs of, 60-63, 80  
     vaudeville, 69, 70  
 Perkins, Elizabeth, 184-186  
 perspective, 161, 162, 195, 211, 212, 334-337  
     sound, 244-247, 250, 306  
 Pertussin, 377  
 Pet Shop Boys, 302  
 phenakistoscope, 328  
*Philadelphia*, 304  
 Philco, 67, 406-407  
*Philco Television Playhouse*, 67  
 Philip Morris, 261, 371, 373  
 Phillips, Michael E., 226  
*Pigs is Pigs*, 338  
 Pillsbury, 398, 408, 409  
 pilot, 31, 33, 51, 181, 261, 354  
*Pinky and the Brain*, 358  
*Pinocchio*, 336  
 pitch, 61-62, 241, 244, 246, 250  
 pixel, 168  
*Play Your Cards Right*, 117  
*Playhouse 90*, 67, 68  
 point-of-view shot, 210, 211-212, 225  
 police show, 432-434  
 political economy, 119, 126, 323, 413, 418, 428, 451, 452, 456, 460, 462, 464  
 Polley, Eugene, 276  
 polysemy, 2, 6-11, 16, 17, 73, 74, 76, 77, 79,

- 373, 388, 412, 449, 461  
 Poniatoff, Alexander M., 265  
 Pontiac, 308  
*Pop Idol*, 123, 126  
 Porter, Cole, 313  
 Post Grape-Nuts, 377, 378  
*Potemkin*, 24  
 Potter, Harry, 55  
*PowerPuff Girls, The*, 357  
*Praise You*, 299  
 Presley, Elvis, 293, 294  
*Price Is Right, The*, 91, 117, 123, 129, 145  
*Prison Break*, 40, 44  
 Procter & Gamble, 385  
 product placement, 231, 372  
 proletariat, 446  
 Propaganda Films, 299  
 protocol, 278  
 Psychic Friends Network, 362  
 psychoanalysis, 438, 445, 449, 462  
 Public Broadcasting Service, *see* PBS  
 public domain, 231, 232  
 public sphere, 451-453, 464  
 pull focus, 400  
 quadraphonic sound, 255  
*Quake*, 408  
 Quayle, Dan, 6-9, 18  
 Queen, 289  
*Queer Eye for the Straight Guy*, 458  
 queer theory, 418, 455, 458-459, 461, 464  
 racial studies, 455, 459-461  
 R.E.M., 313  
 Rabinovitz, Lauren, 323, 464  
 radio, 30, 33, 40, 42, 69, 73, 85, 104, 108,  
 120, 121, 124, 128, 227, 246,  
 253, 257-260, 262, 268, 270,  
 275, 276, 278, 279, 281-284,  
 287, 289, 290, 294, 295, 297,  
 298, 300, 320, 357, 362, 368,  
 418, 435, 453, 455  
 Radio Corporation of America, *see* RCA  
 Radio-Television News Directors  
 Association, *see* RTNDA  
*Raging Bull*, 30  
 RAI, 85  
*Raiders of the Lost Ark*, 24-29, 41  
 Raney, Arthur, 128  
 Rapping, Elayne, 48  
 Rashad, Phylicia, 188  
 Rastafarianism, 317  
 ratings, 22, 34, 40, 109, 113, 147, 273, 300,  
 367-371, 372, 419, 420  
 RCA (Radio Corporation of America), 257,  
 270, 271, 326  
 RCD, *see* remote control device  
 re-establishing shot, 204, 206  
 Reagan, Ronald, 87  
*Real World, The*, 11, 86, 95-96, 118, 120,  
 126, 148, 308, 398  
*Reality Blurred*, 119  
*Reality in Advertising*, 395  
*Reality Show, The*, 126  
 reality television, 22, 84, 87, 91, 99,  
 118-120, 122, 124, 126-127,  
 129, 172, 217, 224  
*Rear Window*, 31  
*ReBoot*, 345, 351  
 Red Hot Chili Peppers, 304, 308  
 Reebok, 384  
 Reed, Donna, 455  
 Reeves, Jimmie, 112-113  
 Reeves, Rosser, 393-395  
 Remot-O-Matic, 275  
 remote control device (RCD), 4, 14, 124,  
 275-278, 298, 369, 464  
*Ren & Stimpy*, 354-355, 357  
 Renaissance (European), 161-162, 335, 350,  
 446  
 rendering, 164, 335, 351  
*Reno 911*, 172  
*Rent*, 290  
 Replacements, The, 232  
 Republic Pictures, 22  
*Requiem for a Heavyweight*, 253  
 Resnais, Alain, 28  
*Return to Innocence*, 302

- “Revolution,” 411  
 Reynolds Aluminum, 406  
 Reynolds, Gene, 282  
 Richie, Nicole, 309  
 Rigby, Jennifer, 15  
 RKO (Radio-Keith-Orpheum) Pictures, 22  
*Robe, The*, 182  
 Roberts, Robin, 323  
*Rocky*, 33, 46, 377, 435  
 Rolex, 374  
*Roll with It*, 299  
*Rope*, 27  
 Roseanne (the person), see Barr, Roseanne  
*Roseanne* (the program), 75, 77-80, 217, 459  
*Roseanne Barr Show, The*, 77  
 Rosing, Boris, 257  
 rotoscope, 332, 333, 350  
*Rowan & Martin’s Laugh-In*, 240, 267-269  
 Rowland, Jr., Willard D., 48  
 RTNDA (Radio-Television News Directors Association), 85, 102, 128  
*Ruff and Reddy Show, The*, 340-342  
 Ruffkaur, David, 379  
*Rugrats*, 354-356  
 ruling class, 446, 447  
 Ruoff, Jeffrey, 129  
 Ryan, Meg, 63, 81  
 Ryan, Nolan, 111  
 Sajak, Pat, 123  
*Sale of the Century, The*, 117  
 Samuelson, Bob, 113  
 Sandler, Kevin, 360  
*Sanford and Son*, 58  
 Saran Wrap, 406  
 Satie, Erik, 236  
*Saturday Night at the Movies*, 22, 23  
*Saturday Night Live*, 70, 98, 217, 233, 265, 275, 432  
 Savage, Fred, 237  
 Savan, Leslie, 376, 413  
*Saved by the Bell*, 432  
 scan line, 168-169  
 scanning, 184, 186, 257  
 scene, 27, 28, 37, 38, 42, 67, 198, 199, 202, 203, 213, 220, 222, 225, 239, 240, 264, 444  
     spatial continuity, 203  
 scenic designer, 138  
 Schenk, Sonja, 192  
 Schick Tracer, 409  
 Schultz, Sherwood, 278  
 Schwarzenegger, Arnold, 87  
 scientific method, 422, 424, 445  
 SciFi channel, 368  
 Scopitone, 292  
 Scott, Ridley, 154, 387  
*Scream*, 308  
 screen direction, 204, 213, 222, 225  
 screen time, 27, 28, 214  
 screenplay, 24  
*Sealab*, 357  
*See How They Run*, 31  
 segmentation, 2, 6, 12, 38, 47, 84, 104, 341, 342  
 segue, 238  
*Seinfeld*, 217, 239, 249, 430  
 Seinfeld, Jerry, 58  
 Seiter, Ellen, 375, 385, 413, 464  
 Selleck, Tom, 81  
 semiotics, 226, 418, 436-446, 448, 461, 462  
 Serkis, Andy, 350  
 set design, 10, 116, 138, 142-146, 149, 157  
 set designer, 138  
*Se7en*, 299  
*Sex and the City*, 7, 9  
 sexual politics, 457, 459  
 SFX, see special effects  
 Shaffer, Paul, 233  
 Shakespeare, William, 65  
 shallow space, 156  
 Shandling, Garry, 246  
*Shindig*, 293, 301  
 Shocked, Michelle, 308  
 Shook, Fred, 128  
 shooting script, 212  
 Shore, Michael, 321

- shot-counter shot, 204, 206  
 shot-reverse shot, 206, 225  
 Showtime, 23, 31, 274, 384  
 sign, 58, 61, 62, 138, 239, 343, 375, 413, 423  
 signified, 10, 54, 56, 176, 202, 378, 437-440, 445  
 signifier, 54, 56, 281, 437-439, 444, 445  
 Signorielli, Nancy, 422-425  
*Silence of the Lambs, The*, 30  
 Silverman, Kaja, 226  
 Silverstone, Alicia, 303  
*Simple Life, The*, 121, 125  
*Simpsons, The*, 58, 325, 346, 349, 353-354, 356, 359-360  
*Singin' in the Rain*, 230  
*Sixth Sense, The*, 444  
*60 Minutes*, 83  
*\$64,000 Question, The*, 116  
 Skirrow, Gillian, 250  
 Skovmand, Michael, 129  
*Slap Shot*, 30  
*Sledgehammer*, 304-305  
 Smashing Pumpkins, 308  
 Smith, Kurtwood, 63  
 Smith-Barney, 378  
 Smith-Shomade, Beretta E., 464  
*Smooth Criminal*, 306  
 Snader, Louis, 292  
*Snow White*, 331, 333, 335-336, 348, 350  
 soap opera, 40-42, 44, 46, 47, 62, 73, 74, 76, 99, 110, 113, 121, 138, 141, 142, 176, 217, 222, 226, 235, 244, 279, 343, 369, 385, 396, 408, 421, 435, 436, 456, 464  
 social actor, 86, 90-94, 97, 124  
 "Solidarity Forever," 237  
 Sony, 451  
*Sopranos, The*, 40, 58, 138-139, 176, 181  
*Soul Train*, 293  
 Soundie, 292  
*South Park*, 149, 326, 357-359  
 space  
     off-screen, 248  
     on-screen, 248  
*Space Command*, 276  
*Space Ghost: Coast to Coast*, 357  
 Spears, Britney, 103, 288, 310  
*Special Bulletin*, 266  
 special effects, 28, 159, 189, 202, 214, 215, 269, 372, 389, 409, 411, 412  
 Spigel, Lynn, 4, 18, 457, 464  
 sports, 12, 33, 84, 86, 87, 99, 100, 102-104, 107-116, 118, 120, 121, 127, 128, 137, 138, 143, 146, 147, 150, 154, 157, 162, 163, 176, 180, 181, 190, 196, 216, 224, 229, 233, 235, 246, 256, 274, 275, 300, 325, 342, 384, 400, 403, 432, 437  
*Spotlight, The*, 85, 297  
 Springsteen, Bruce, 304, 310  
 Sprint, 108, 109  
 Stabile, Carol A., 359  
*Stage Show*, 293  
 Staiger, Janet, 48, 197, 225  
 Stam, Robert, 463  
*Star Trek*, 263, 269, 365  
*Star Wars Episode II: Attack of the Clones*, 160, 196, 269  
 State Farm Insurance, 109  
 Steadicam, 179-181  
*Steamboat Willie*, 329-331  
 Steiger, Rod, 67  
 Steinman, Clay, 89, 367, 412  
 stereotype, 79, 122, 354, 455, 457  
*Stingray*, 263  
 Stone, Matt 357  
 Stone Temple Pilots, 308  
 storyboard, 198, 213  
*Straight Up*, 299  
 Strasberg, Lee, 67  
 Streep, Meryl, 65  
*Streetcar Named Desire, A*, 66  
*Streets of Philadelphia, The*, 304  
*Streets of San Francisco, The*, 148

- Strike*, 24, 389  
 stripped syndication, 40  
 structuralism, 462  
 subjective shot, 210, 211-212  
 subtitling, 230  
 Sullivan, Ed, 70, 293, 298  
 Sundance Channel, 24  
*Super Bowl*, 110, 113, 367, 380, 382, 387, 401  
*Superman*, 31, 34  
*Superman III*, 31  
 superstructure, 447  
*Surreal Life*, 125  
 surround sound, 247, 256  
*Survivor*, 83, 118, 122-123, 125, 367  
 sweeps, 369  
 sweetening, 220, 235  
 switcher, 220  
*Symphony in Slang*, 338  
 syndication, 35, 37, 40, 99, 218, 219, 261, 340, 354, 356, 359, 372  
 synergy, 364-366, 452  
 syntagm, 27, 444  
 syntagmatic structure, 27, 442  
 Taco Bell, 411  
*Take On Me*, 333  
 talk show, 121, 128, 143, 146, 229, 266  
 Tarantino, Quentin, 429  
*Taxi*, 262  
*Taxicab Confessions*, 96-97, 162  
 Taz-mania, 358  
 Taylor, Charles, 242  
 Technicolor, 332, 336  
 technological manifest destiny, 254  
 TechTV, 350  
 Tegan and Sara, 231  
 TelePrompTer, 89  
 Telescription, 292  
 television apparatus, 137, 449, 450  
 television criticism, 10, 17, 18, 77, 226, 322, 455, 457, 464  
 televisuality, 396, 412  
 Tennant, Neil, 302  
*Terminator 2: Judgment Day*, 409  
 Terry, Paul, 111  
 Terrytoons, 339, 355  
 Teutul, Sr., Paul, 96, 245  
*Texaco Star Theatre*, 365  
*That '70s Show*, 63, 138, 221, 231  
*That's Life*, 281  
*Theory of the Leisure Class, The*, 374-375  
*Thin Blue Line, The*, 97-98  
*thirtysomething*, 177  
*This Is Cinerama*, 182  
 "This Song Don't Have a Video," 313  
 Thompson, Kristin, 48, 158, 197, 225  
 Thompson, Robert J., 128, 322  
*Thriller*, 306, 322, 323  
 ticker, 274  
 Tide, 393, 424  
 timbre, 61, 62, 240, 241, 244, 246, 250, 251  
 time  
     screen, 27, 28, 214  
     story, 27, 214  
*Time Code*, 27  
 Time Warner, 373  
*Tiny Toon Adventures*, 358  
*Titanic*, 26  
 TiVo, 3, 4, 14  
 TNC, *see* transnational corporation  
 TNT (Turner Network Television), 3, 23  
*Tonight Show, The*, 77, 146  
*Tonight Tonight*, 308  
 Toon Disney, 325  
*Top of the Pops*, 293  
 Tork, Peter, 293  
*Total Request Live (TRL)*, 297, 300  
*Touched By an Angel*, 169  
*Toy Story*, 351  
 Toyota, 393  
 Tragically Hip, 313  
 transnational corporation (TNC), 365-366, 452  
 treatment, 8, 78, 305, 309  
 Trebek, Alex, 115  
*Trip to the Moon, A*, 308

- TRL*, *see Total Request Live*  
*Tron*, 346  
 Tropiano, Stephen, 464  
*Truth or Dare*, 291  
 Tuchman, Gaye, 128  
 Tun-O-Magic, 275  
 Turner, Chris, 360  
 Turner, Ted, 23  
 Turner Classic Movies, 23  
*TV Guide*, 4, 16, 51, 74, 428  
 tweening, 348, 349, 352  
*21 Jump Street*, 263  
 24, 40, 44  
 24p, 169  
*Twelve Angry Men*, 253  
*Twin Peaks*, 31, 40, 77, 299, 429  
 2Pac, 306  
 two-shot, 176  
 typecasting, 76  
 U.S. Army, 375  
 Ultravox, 289  
*Umbrellas of Cherbourg, The*, 290  
 UN (United Nations), 84, 100  
 unique selling proposition (USP), 393-395  
*Untouchables, The*, 264  
 UPA (United Productions of America), 334  
 UPN, 3, 364, 371  
 USA Network, 3  
*USA Today*, 367  
 USP, *see* unique selling proposition  
 Vande Berg, Leah R., 322, 427-429, 463  
 Van Beuren Studios, 339  
 vaudeville, 33, 69, 70, 80, 253  
 VCR (videocassette recorder), 3, 4, 23, 276  
 Veblen, Thorstein, 374  
 verisimilitude, 147  
 Viacom, 356, 366, 367, 453  
 Victoria's Secret, 381-382  
 video  
     editing, 199, 202, 226, 228, 269  
     format, 167, 168, 172  
     videocassette, 15, 23, 188, 366  
     videotape, 73, 96, 218-220, 254-256,  
         258, 260, 264-267, 269, 283,  
         289, 290, 301, 400, 420  
     video-on-demand (VoD), 14, 16  
     videocassette recorder, *see* VCR  
     videographer, 124, 160, 168, 196, 248  
     videography, 59, 159, 160, 397, 399, 400,  
         427, 428, 430  
 Viera, Dave, 158  
 Viera, Maria, 158  
 Vietnam War, 317  
*Vimeo*, 15  
*Viva La Bam*, 7, 8, 191  
*Vivre sa Vie*, 29  
 VJ (video jockey), 295, 298-300  
*Vogue*, 299, 308  
*Voice of Firestone, The*, 260  
 voice-over, 71, 100, 101, 230  
 volume, 61, 240, 241, 244, 250  
 VTR (video tape recorder), 265, 267  
 W2XBS, 258, 327  
 Wainwright III, Loudon, 313  
*Walker, Texas Ranger*, 308  
 Walkowitz, Rebecca L., 18  
*Wall Street Journal*, 367  
 Wallace and Gromit, 349  
 Walt Disney Studios, 263  
 Walters, Barbara, 92  
 Ward, Jay, 340, 342  
 Ward, Peter, 192  
 Warner Brothers, 330, 331, 338, 339, 358  
 Warth, Eva-Maria, 464  
 Watkins, Bruce, 48  
 waveform, 229, 242-243  
*Way You Make Me Feel, The*, 306  
 WB, The, 30, 355, 371  
*Weapon of Choice*, 302  
 weather, 12, 100, 102-104, 238, 269, 295  
 Weather Channel, 189, 274  
 Web, The (The World Wide Web), 16, 41,  
     73, 76, 85, 119, 123, 124,  
     128, 247, 251, 321, 348, 360,  
     364, 367, 368, 382, 428, 464  
 Weezer, 307

- Weis, Elizabeth, 251  
Wells, Paul, 360  
Wenner, Lawrence A., 128, 322, 427-429, 463  
West, Amy, 124  
Western, 54, 58, 162, 254, 265, 430, 431, 446  
Weynand, Diana, 226  
WGN, 23  
Whannel, Garry, 128, 463  
*What a Cartoon! Show*, 356  
*What! No Beer?*, 24  
*What's Opera, Doc?*, 338  
Whedon, Joss, 429  
*Wheel of Fortune*, 117, 118, 123, 129, 145, 189  
White Stripes, 299  
*Who Wants to Be a Millionaire*, 114, 115, 118, 145  
widescreen, 182-184, 187-189, 200  
*Wikipedia*, 120  
*Wild at Heart*, 299  
*Will and Grace*, 264, 458  
Williams, Raymond, 6, 16, 17, 295  
Willis, Bruce, 444  
*Willow*, 409  
Wimbledon, 146  
Winfrey, Oprah, 73, 75, 80, 91, 121, 459  
wireframe, 350  
Wisk, 385  
*Without a Trace*, 34  
*WKRP in Cincinnati*, 231  
Wolf, Mark J. P., 333, 349  
women's movement, 455, 464  
women's suffrage, 455  
*Wonder Years, The*, 167, 230, 237, 247, 249, 282  
*Woodstock*, 291  
Woolery, Adrian, 334, 360  
Woollacott, Janet, 463  
*World Premiere Toons*, 356  
WorldCom, 401  
Wrangler, 393  
WTBS, 23, 108  
WVTM, 104  
WWOR, 23  
Wyle, Noah, 46  
*Yahoo!*, 16  
Yankovic, "Weird Al," 306  
*Yes, Dear*, 372  
*You Might Think*, 231  
Young, Jacob, 41  
*Young and the Restless*, 278, 436  
*Your Show of Shows*, 218  
*YouTube*, 15  
Yugoslavia, 100  
zapping, 276  
Zenith, 276  
Zest, 380  
Zettl, Herbert, 158, 226, 250-251  
zipping, 277  
Ziv, 263  
zoetrope, 328  
zoom lens, 163, 272  
Zworykin, Vladimir, 257