

Global Television Flow

Session 5

Friday, October 10

3:00-5:00

African American Culture Room (Level 4)

Global TV flows have an important and controversial history. Drawing on the works of Raymond Williams, cultural studies scholars have theorized flow as a defining characteristic of television as a technology and a cultural form. Although there are significant theoretical and methodological distinctions between flow research in cultural studies and international communication, in recent years, the concept of “global flows” has been used in both contexts – albeit in different ways -- to examine the growing transnational connections of television institutions, texts and audiences. In this context, how can we use the concept of “global flows” in television studies to create a more productive dialogue between scholarship in cultural studies and international communications?