

TV and the Question of "The Mainstream"

Session 6

Saturday, October 11

9:45-11:45

Eastwoods Room (Level 2)

How are changes in television's perceived and/or real role as "the" mass medium destabilizing assumptions and theories foundational to TV studies? For example, does the cultural marginalization of the medium or the fragmentation of viewing require us to revisit how TV functions ideologically? How is TV's changing social role encouraging scholars to pursue different research agendas? How might the current changes help us re-consider previous work on TV's relationship to a notion of "the American mainstream"?