

90s TELEVISION

INDUSTRY, GENRE, & IDENTITY

CTCS 464

The 1990s can be thought of as the last frontier of broadcast television, when Americans watched programs on their television sets and in accord with the linear television schedule. A series of corporate mergers throughout the early '90s and the resulting media conglomeration would come to shape the post-network era. Meanwhile, the multichannel landscape led way to the popularity of certain genres like reality TV, the animated sitcom, and the prestige drama. The fragmentation of audiences and new ways of valuing brand loyalty also led to a proliferation of niche channels like BET, Lifetime, WB, Nickelodeon, MTV, ESPN, and Logo. These new cable channels cultivated shared taste communities and created representational space for identity groups that tended to be overlooked by network television.

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Tuesday | 6PM - 10:00PM | SCI 108

