

Nottingham Trent University

Module Specification

	Basic module information	
1	Module Title:	American Television since 1950
2	Module Code:	MCLT34208 / FATV30315
3	Credit Points:	20
4	Duration:	Year Long
5	School:	Arts and Humanities
6	Campus:	Clifton
7	Date this version first approved to run:	December 2008

8 Pre, post and co-requisites:

These are modules that you must have studied previously in order to take this module, or modules that you must study simultaneously or in a subsequent academic session

Pre, Co, Post Module Code Module Title

9 Courses containing the module

<u>Level</u>	<u>Core/Option</u>	<u>Mode</u>	<u>Code</u>	<u>Course Title</u>
3	Elective	FT	HUMA003	BA (H) Communication & Society and Film & TV
3	Elective	FT	HUMA010	BA (H) English and Film & TV
3	Elective	FT	HUMA018	BA (H) European Studies and Film & TV
3	Elective	FT	HUMA024	BA (H) Film & TV and Global Studies
3	Elective	FT	HUMA025	BA (H) Film & TV and History
3	Elective	FT	HUMA026	BA (H) Film & TV and International Relations
3	Elective	FT	HUMA027	BA (H) Film & TV and Linguistics
3	Elective	FT	HUMA028	BA (H) Film & TV Philosophy
3	Elective	FT	HUMA047	BA (H) Media and Film & TV
3	Elective	SW	MODL005	BA (H) French and Film & TV
3	Elective	SW	MODL019	BA (H) German and Film & TV
3	Elective	SW	MODL032	BA (H) Italian and Film & TV
3	Elective	SW	MODL043	BA (H) Mandarin Chinese and Film & TV
3	Elective	SW	MODL050	BA (H) Spanish and Film & TV

FT	EURX003	European Exchange (Full Year)
FT	INTX003	International Exchange (Full Year)

10 Overview and aims

The module *American Television* examines television as industry and text in American culture covering the post-war period from the 1950s, the emergence of the Classic Network Era, through to the Post-Network era of digital television. Placing American television in its historical, industrial and cultural context, *American Television* emphasizes the formal and aesthetic properties of American television texts, the organization and history of Network television (for example NBC) and Cable television (for example HBO), and the ideological role that television plays in shaping the meanings of American-ness and more generally in shaping television itself.

The principal aims of the module are:

- To introduce key ideas informing the study of American television.
- To introduce a range of key American television programmes from different periods, aesthetic traditions and genres.
- To introduce students to advanced methods of analysis specific to the study of television.
- To establish an awareness of the difference between, and histories of, the Networks and the Cable television industries.
- To explore the history of American television as a cultural, aesthetic and ideological institution.

11 Module content

American Television will be structured both as a thematic and historical object of study from early television programming in the 1950s through to the development of the Classic Network System and continuing with the present day concept of Post-Network TV. Progress through the module will pay particular attention to the historical, industrial and cultural context and shifts of American television, television's textual forms and the differences between the network and cable television industries. Emphasis will be placed on particular television texts (which may include *Father Knows Best*, *I Love Lucy*, *Laverne and Shirley*, *Dynasty*, *Hill*

Street Blues, The X Files, Law and Order, America's Next Top Model, Sex and the City, True Blood) and their imagined audiences (for example, the nation, the family, the housewife, gay audiences etc.) as representative of historical-industrial-cultural moments in American television culture. The historical, industrial and cultural contexts of American television will also correspond to the ideological concerns of particular generic forms (for example, the sitcom, serial drama, cop show, post-feminist drama, sci-fi, animation) and the important role that television, as a regularised popular pleasure, occupies in American culture.

12 Indicative reading

Banet-Weiser, Janet *et al.* eds. (2007) *Cable Visions: Television Beyond Broadcasting*. New York University Press.

Feuer, J (1995) *Seeing Through the Eighties: Television and Reaganism*, Duke University Press.

Gomery Douglas (2008) *A History of Broadcasting in the United States*. Blackwell.

Hilmes, Michele ed. (2007) *NBC: America's Network*. University of California Press.

Haralovich, Mary Beth & Lauren Rabinovitz (1999) *Television, History, and American Culture: Feminist Critical Essays*, Duke University Press.

Spigel, L (1992) *Make Room for TV: Television and the Family Ideal in Postwar America*, University of Chicago Press.

Spigel, L and M Curtin eds. (1997) *The Revolution Wasn't Televised: Sixties Television and Social Conflict*, Routledge.

13 Learning outcomes

Learning outcomes describe what you should know and be able to do by the end of the module

Knowledge and understanding. After studying this module you should be able to:

Show an advanced level of confidence appropriate to level three degree work in the following:

- Understanding and applying concepts and terminology in television studies specifically in relation to American television.
- Analysing and interpreting American television at an advanced level with specificity and rigour.

<ul style="list-style-type: none"> • Demonstrate advanced critical, historical and textual analyses of American television. • Show critical understanding of how formal, cultural, industrial, and national contexts have shaped American television.
Skills, qualities and attributes. After studying this module you should be able to:
<ul style="list-style-type: none"> • Show good competence and confidence in the use of library and IT resources to include word processing • Display competence in independent learning strategies at an advanced level appropriate to third year degree work. • Communicate effectively in writing. • Be resourceful and self-motivated in approaching your academic work and display sound time-management skills. • Deliver work to a given length, format, brief and deadline, properly referencing sources and ideas.

14	Teaching and learning <i>Range of modes of direct contact</i> This indicates the range of direct contact teaching and learning methods used on this module, e.g. lectures, seminars
	The module will be taught interactively, incorporating elements of lecture, screening, seminar, workshop and tutorial as appropriate to group size and teaching personnel. Total contact hours: 52
	<i>Range of other learning methods</i> This indicates the range of other teaching and learning methods used on this module, e.g. directed reading, research
	You will be provided with directed reading material where appropriate and will be encouraged as the module proceeds to become increasingly resourceful in researching independently both in the viewing and in the reading of study materials. Total non-contact hours: 148

15	Assessment methods This indicates the type and weighting of assessment elements in the module
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<u>Element number</u>	<u>Weighting</u>	<u>Type</u>	<u>Description</u>
1	50%	Essay	2000 Word Essay
2	50%	Exam	
Diagnostic/formative assessment			
This indicates if there are any assessments that do not contribute directly to the final module mark			
Further information on assessment			
This section provides further information on the module's assessment where appropriate			

Document management			
16	Module Title:	American Television since 1950	
17	Module Code:	MCLT34208	
18	Subject (JACS) Code	P300	
19	Cost Centre	145	
20	School:	AAH	
21	Academic Team	ECM	
22	Campus	2 (Clifton)	
23	Other institutions providing teaching	<i>Please complete in box 23 a-d - if applicable</i>	
		Institution	%
23a	Other UK Higher Education or Further Education Institution- Please name Percentage not taught by NTU		
23b	Other public organisation in the UK- Percentage not taught by NTU		
23c	Other private organisation in the UK - Percentage not taught by NTU		
23d	Any other Non-UK organisation - Percentage not taught by NTU		

24 Date this version was formally
approved by SASQC/DAG: