CONTENTS

	Figures Acknowledgements	vii ix
1	(Dec conint) Dec serve selves because hereits	1
1	(Pre-script) Per-sona: selves, knowledge, books	1
2	What are the uses of television studies? A modern archaeology	15
3	TV studies as cross-demographic communication	27
4	Television as transmodern teaching	38
5	Teaching not power: ideological atrocities and improper questions	48
6	Knowledge, television and the 'textual tradition'	55
7	Brief encounters, khaki shorts and wilful blindness: television without television	71
8	Housing television: a film, a fridge and social democracy	92
9	Democracy as defeat: the social eye of cultural studies	112
10	Schools of thought: desire and fear; discourse and politics	127
11	People who knead people: permanent education and the amelioration of manners	140
12	Democratainment: television and cultural citizenship	154

CONTENTS

13	Influx of the feared: democratization, schooling, cultural studies	166
14	Clueless? Not! DIY citizenship	177
15	(Post-script) Suburbanality (in cultural studies)	189
App	Appendix 1: Glossary of concepts and neologisms	
Арр	Appendix 2: Do-It-Yourself TV studies	
	References	235
	Index	242

FIGURES

7.1	'A possible method of achieving television', 1927	71
7.2	'This is your TV set', 1957	73
7.3	'How colour TV is made', 1957	74
7.4	Brief Encounter, 1942: Inconstancy, mobility, modernity danger	77
7.5	TV camera at the 1936 Olympic Games. The caption reads	
	'The TV camera seems like the barrel of a giant cannon'	79
7.6	TV as mass spectacle (artist's impression of the closing ceremony)	79
7.7	Mass spectacle as national self-aggrandisement (artist's impression	
	of the airship Hindenburg over the stadium)	80
7.8	Announcer Elizabeth Cowell, 1936, 'in one of the first	
	photographs ever taken from a television set'	82
7.9	The Six Princes Girls dancing for TV in 1937	82
7.10	The domestication of television: Germany, September 1939	83
7.11	Ekco Television	84
7.12	GEC Radio and Television	85
7.13	Mullard '1912'	86
7.14	Mullard 'Deeds not words!'	87
7.15	Ilford film	88
7.16	Electricity	89
7.17	The birth of the 'choice-oisie': the week ITV was launched,	
	October 1955	90
8.1	Housing Problems	93
8.2	Housing Problems	94
8.3	Without the fridge there would be no television – 1952 ad for GEC	101
8.4	'Pull down the slums!'	110
11.1	'Blond or Brunette!' Ad for General Electric TV, USA 1951	145
11.2	Dressing up and celebrating TV, Germany, 1950s	146
11.3	A family night with Rowntree's Fruit Gums	147
11.4	Television celebrates its 21st birthday: Jimmy Edwards	
	entertaining the Picnic Girls	148
11.5	The TV audience becomes a pastiche of its former self: 'Soap Crazy'	149
13.1	'Dear Sîan'	168

FIGURES

13.2	'Too much telly sex is making young girls pregnant!'	169
13.3	'Curb the Dark and Brutal Side of TV'	170
13.4	'Man who Died of TV'	171
14.1	Clarissa Explains It All: Melissa Joan Hart as Clarissa Darling	182
15.1	Just What Is It That Makes Today's Homes So Different, So Appealing?	
	Richard Hamilton, 1956	194
15.2	A quote within a quote: Hamilton in Hebdige in Hartley.	
	Collaging popular culture, the state and university study, 1981	195
15.3	just what is it that makes yesterday's pop art so familiar, so appealing?	196
15.4	Modern Review inaugural cover art, Anthony Costin 1991	198
15.5	'The Ofny', 1960	202