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Televisuality interrogates the nature of such performances as an historical phenomenon, an aesthetic and industrial practice, and as a socially symbolic act. This book suggests that postmodernism does not fully explain television's stylistic exhibitionism and that a reexamination of "high theory" is in order. Caldwell's unique approach successfully integrates production practice with theory in a way that will enlighten both critical theory and cultural studies.

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"Televisuality is a theoretical term coined by John Caldwell in the mid-1990s to characterize a change in the look and practice of television programming. This change began around 1980 and continues to the present day. Describing and discussing television through the lens of televisuality requires one to consider television as a mode of mass communication reliant on popularity with viewers and created in an industrial context whose labor relations affect how shows are produced ...

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Televisuality : Style, Crisis, and Authority in American Television, Hardcover by Caldwell, John T., ISBN 1978816219, ISBN-13 9781978816213, Like New Used, Free shipping in the US "The author of ""Production Culture"" explores how the transition from network television to cable programming spawned essential production initiatives for reasserting network authority, demonstrating the cultural logic of new entertainment genres that reflect evolving technologies, aesthetics and ideologies."

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