

LESBIANS IN CONTEMPORARY TELEVISION ESSAY

Read this full essay on Lesbians in Contemporary Television. Television offers information and insight to the masses, providing important news, historical ev.

Whether focusing on targeted product advertising, mass entertainment films or television, or corporate competition for employees, Skover and Testy , p. She also easily conceded that heterosexual men watched the show for the pleasure of seeing sex between two women. Something I found really interesting which cropped up a few times in this book was the balance The L Word I really enjoyed this. At a time when individuals brand themselves to find romantic relationships and to apply for jobs, I contend that mapping the relationships among branding, market research, and audiences is necessary for understanding the functions of lesbian programming on cable TV. Greenblatt, however, whom I had an hour-long interview with in his Los Angeles office, spoke at length about the process of developing original programming in an effort to brand Showtime. Rather than evaluate these images in terms of their representational politics, this study tries to situate lesbian-themed cable TV programs within the rapidly changing worlds of media and marketing. Chaiken, Ilene. Society is so set on separating the genders so that a sort of pseudo-balance can be created through relationships, they see same-sex couples as a threat to their sexually bi-polar meaning men and women lifestyles. Not only does The Deceit of Day Time Talk Shows such as Jerry Springer words - 7 pages alone when it comes to using television as an avenue for self-interest. Although these networks differ in financing structures and content regulations, basic and premium cable channels are arguably more alike than different in their methods of branding and targeting audiences. In a phone interview from his San Francisco office, Community Marketing founder and president, Thomas Roth, told me that to produce what they consider accurate representative samples, market researchers use U. Interview by Howard Rosenberg. The show followed the dramatic lives of Warner, her entourage of trainers, and their clients. Cohen, pers. Not too far back, there was a movie that consisted of three different stories about lesbians called, "If These Walls Could Talk. In order to truly bring homosexuality to the mainstream, the writers and producers need to build complex and multi-dimensional characters all around, where their sexuality is just one small part of the sum of the person. The online version of the chart allows audience members to interact with it, creating a web of lesbian connections both within and outside the narrative of the show. The issue is, however, that these depictions are often detrimental to the homosexual community, and is almost always compounded by a gay characters entire identity is centered on his or her sexuality. Hale, Mike. Through market research, then, cable networks establish brands and target audiences that rely on a tenuous balance between niche appeal and calculated expansion. Email: julia. The notion that men and women are polar opposites goes so far as to creep in to same-sex relationships, showing how powerful the heterosexual and patriarchal ideologies are. Love cannot be degraded because of the type of relationship it is. In its attempts to measure television audiences, market research seeks to strengthen networks through a set of metrics that identifies the uniqueness of each network as a brand. Since the evolution of new ideas and new ideologies, the depictions of gay men and lesbians in the media today have overcome much adversity that was presented in years previous. Through complex characters and narratives, its programming pushes the boundaries of TV content, exploring controversial and taboo issues, including addiction, mental illness, and serial murder as well as social lightning rods like racism, sexism, and homophobia. The amount of media representation that gay men and lesbians Other Popular Essays. The lesbian couple that has a re-occurring role on the show are seen as the polar opposite, being very masculine, such as being skilled at construction and DIY projects, wearing flannel shirts, and unflattering denim pants. Whenever it came to examples of love it was always between a man and a woman. Rather, it is a strategy for drawing audiences to cable programming based on the demographics shaped and refined by market research. Audiences could rate and review featured works and participate in technology forums. I think The L Word can be harshly criticised for its, at times, very problematic elements, but we can also acknowledge these, and praise it for what it did achieve. By examining the relationships among cable TV, branding, and market research, this article seeks to challenge established histories and frameworks. Despite the problematic nature of ratings, without Nielsen numbers for LGBT audiences, lesbian viewers remain an enigmatic TV demographic.