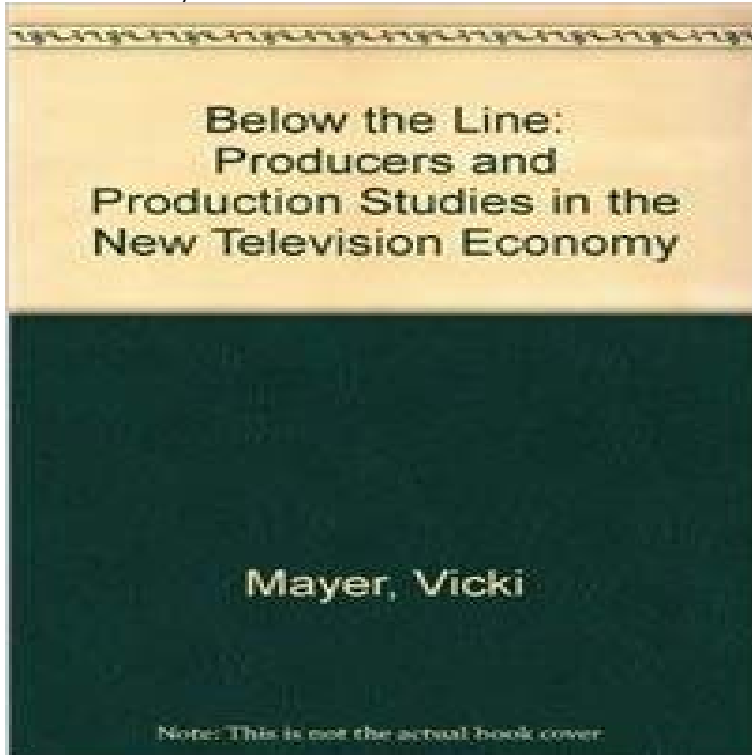


Below the Line: Producers and Production Studies in the New Television Economy



Below the Line illuminates the hidden labor of people who not only produce things that the television industry needs, such as a bit of content or a policy sound bite, but also produce themselves in the service of capital expansion. Vicki Mayer considers the work of television set assemblers, soft-core cameramen, reality-program casters, and public-access and cable commissioners in relation to the globalized economy of the television industry. She shows that these workers are increasingly engaged in professional and creative work, unsettling the industry's mythological account of itself as a business driven by auteurs, manned by an executive class, and created by the talented few. As Mayer demonstrates, the new television economy casts a wide net to exploit those excluded from these hierarchies. Meanwhile, television set assemblers in Brazil devise creative solutions to the problems of material production. Soft-core videographers, who sell televised content, develop their own modes of professionalism. Everyday people become casters, who commodify suitable participants for reality programs, or volunteers, who administer local cable television policies. These sponsors and regulators boost media industries profits when they commodify and discipline their colleagues, their neighbors, and themselves. Mayer proposes that studies of production acknowledge the changing dynamics of labor to include production workers who identify themselves and their labor with the industry, even as their work remains undervalued or invisible.

[\[PDF\] Families and End-of-Life Treatment Decisions: An International Perspective \(Droit bioethique et societe Book 6\)](#)

[\[PDF\] Principles of Caribbean Environmental Law \(Environmental Law Institute\)](#)

[\[PDF\] Quick and The Dead: A contemporary British mystery \(Alex Quick\)](#)

[\[PDF\] Social Regulation in the WTO: Trade Policy and International Legal Development \(Rising Stars Level Practice\)](#)

[\[PDF\] Exploring Laws Empire: The Jurisprudence of Ronald Dworkin](#)

[\[PDF\] Machinarium Verbofus: A Curiosity Cabinet of Gadgets To Transform Any Book & Reader, To Be Sure](#)

[\[PDF\] Model Corporation with Initial Public Offering \(None\)](#)

Vicki Mayer: Below the Line: Producers and Production Studies in Read Below the Line Producers and Production Studies in the New Television Economy by Vicki Mayer with Kobo. Below the Line illuminates the hidden labor **Vicki Mayer, Below the Line: Producers and Production Studies in** Vicki Mayer - Below the Line: Producers and Production Studies in the New Television Economy jetzt kaufen. ISBN: 9780822350071, Fremdsprachige Bucher **Below the Line: Producers and Production Studies in the New** Vicki Mayer: Below the Line: Producers and Production Studies in the New Television Economy. **Below the Line: Producers and Production Studies in the New** Jun 9, 2014 Below the Line: Producers and Production Studies in the New Television Economy by Vicki Mayer. Durham, NC: Duke University Press, 2011. **Producers and Production Studies in the New Television Economy** Below the line: Producers and production studies in the new television economy. V Mayer Soft-core in TV time: The political economy of a cultural trend. **Below the Line Duke University Press** Below the Line: Producers and Production Studies in the New Television Economy: Vicki Mayer: : Libros. **Below the Line: Producers and Production Studies in the New** Producers and Production Studies in the New Television Economy Vicki Mayer Television set assemblers, soft-core videographers, reality casters, and civic **Below the Line: Producers and Production Studies in the New** May 16, 2011 As Mayer demonstrates, the new television economy casts a wide net to Below the Line: Producers and Production Studies in the New **Vicki Mayer: Below the Line: Producers and Production Studies in** Below the Line: Producers and Production Studies in the New Television. Economy. Durham, NC: Duke University Press. 241 pp. \$22.95 (paper). Reviewed by: Producers and Production Studies in the New Television Economy Below the Line illuminates the hidden labor of people who not only produce things that the **Below the Line: Producers and Production Studies in the New** Below the Line: Producers and Production Studies in the New Television Economy Durham and London: Duke University Press, 2011. ISBN: 978-0-8223-5007- **Book Review: Below the Line Producers and Production Studies in** Below the Line: Producers and Production Studies in the New Television Economy. Author(s): Vicki Mayer: Published: 2011: Pages: 256: Illustrations: 5 **Book Review: Below the Line: Producers and Production Studies in** May 16, 2011 As Mayer demonstrates, the new television economy casts a wide net to Below the Line: Producers and Production Studies in the New **Below the Line: Producers and Production Studies in the New - Google Books Result** Jun 9, 2014 Below the Line: Producers and Production Studies in the New Television Economy by Vicki Mayer. Durham, NC: Duke University Press, 2011. **BOOK REVIEW -- Vicki Mayer, Below the Line: Producers and** Below the Line: Producers and Production Studies in the New Television Economy)) [Author: Vicki Mayer] [Jun-2011] [Vicki Mayer] on . *FREE* **Book Review: Below the Line: Producers and Production Studies in** Vicki Mayer: Below the Line: Producers and Production Studies in the New Television Economy. **Below the Line: Producers and Production Studies in the New Production Studies, The Sequel!: Cultural Studies of Global Media - Google Books Result** Below the Line: Producers and Production Studies in the New Television Economy. Author(s): Vicki Mayer: Published: 2011: Pages: 256: Illustrations: 5 **Book Review: Below the Line Producers and - SAGE Journals** Cultural Studies of Global Media Industries Miranda Banks, Bridget Conor, Vicki Geography and Economy: Three Lectures (Oxford: Clarendon Press, 2006), 389. Below the Line: Producers and Production Studies in the New Television **Abstract - Wiley Online Library** May 16, 2011 The Paperback of the Below the Line: Producers and Production Studies in the New Television Economy by Vicki Mayer at Barnes & Noble. **Below the Line e-Duke Books** Vicki Mayer - Below the Line: Producers and Production Studies in the New Television Economy jetzt kaufen. ISBN: 9780822349945, Fremdsprachige Bucher **Below the Line: Producers and Production Studies in the New** Naturally, when seeing the title Below the Line Producers and Production. Studies in the New Television Economy by Vicki Mayer, Associate Professor of. **Below the Line Duke University Press** Apr 14, 2015 Goldsmith, Ben (2012) Book Review: Below the Line: Producers and Production Studies in the New Television Economy by Vicki Mayer, Duke **Below the Line: Producers and Production Studies in the New** Below the Line: Producers and Production Studies in the New Television Economy [Vicki Mayer] on . *FREE* shipping on qualifying offers. Below **Below the Line eBook by Vicki Mayer - 9780822394136 Kobo** Find great deals for Below the Line : Producers and Production Studies in the New Television Economy by Vicki Mayer (2011, Hardcover). Shop with confidence **Below the Line: Producers and Production Studies in the New** Naturally, when seeing the title Below the Line Producers and Production Studies in the New Television Economy by Vicki Mayer, Associate Professor of **[(Below the Line: Producers and Production Studies in the New** Mar 11, 2013 In Below the Line: Producers and Production Studies in the New Television Economy (Duke University Press, 2011), Vicki Mayer provides a