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客廳電視裡的普羅影音文本：  
娛樂敘事與社會意義的分工並進

國立陽明交通大學

傳播研究所 陳延昇 副教授

# 客廳中擺放的電視作為家居生活的核心場域

## ●Where觀看的情境

- 生活
- 私密
- 放鬆 laid back

**YOU COULD HAVE GONE TO SOMEONE ELSE FOR YOUR CELLULAR CAR PHONE...**

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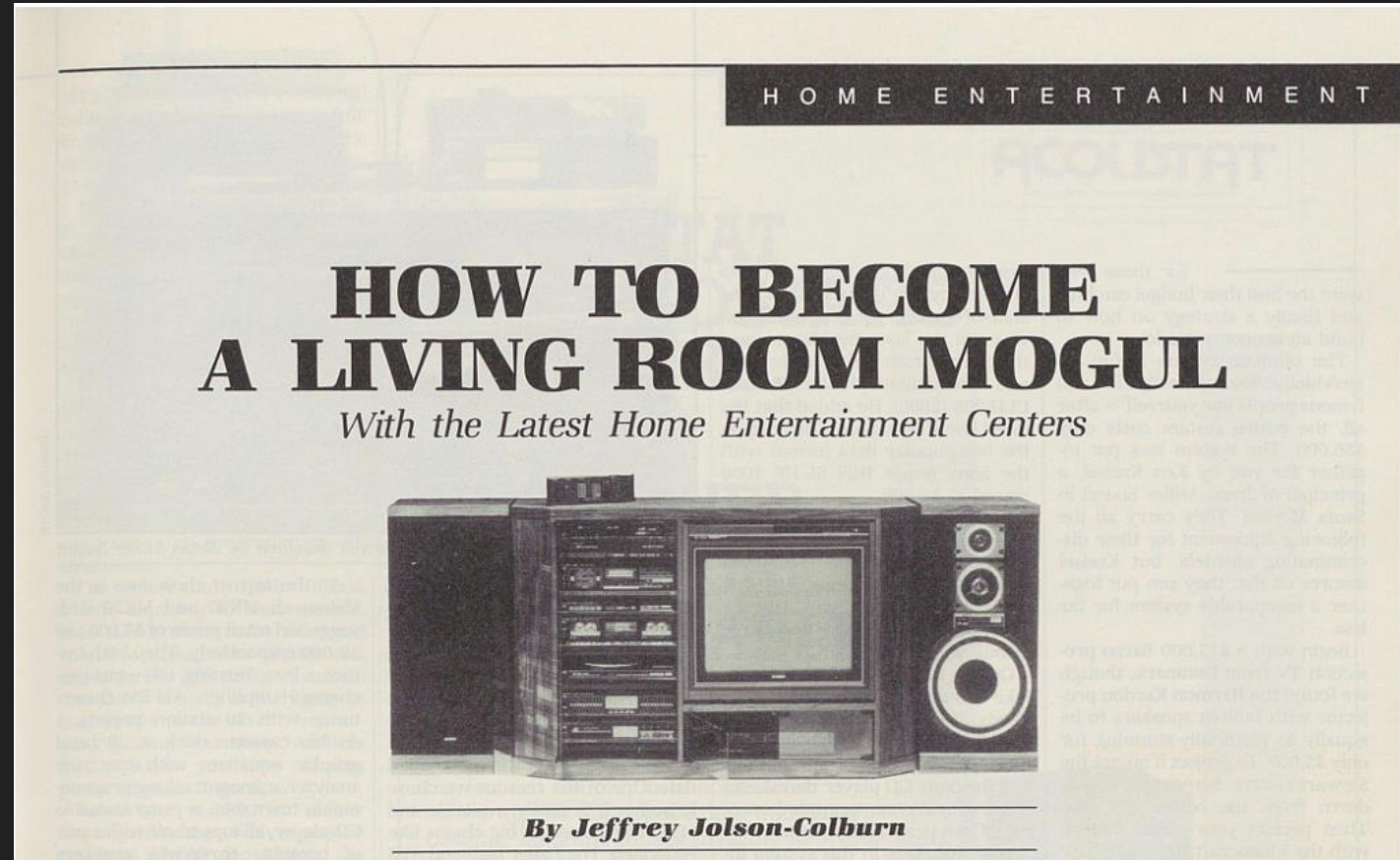
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## ***HOW TO BECOME A LIVING ROOM MOGUL***

Jolson-Colburn, Jeffrey . The Hollywood Reporter (Archive: 1930-2015), Hollywood: State Of the Heart ; Hollywood Vol. 295, Iss. 44, (Feb 6, 1987): HR-27, HR-28, HR-29.

資料庫來源：Entertainment Industry Magazine Archive

# ●What觀看的內容

- 新聞：  
權威和中心化的消息來源
- 資訊需求 ( i n f o r m a t i o n )



## NEWS: ABC NEWS

The Hollywood Reporter TV Preview 1983-84;  
Hollywood Vol. 278, Iss. 38, (Sep 23, 1983): 129-130.

資料庫來源：Entertainment Industry Magazine Archive

# ●What觀看的內容

## ●影集 TV series

### 娛樂需求 (entertainment)

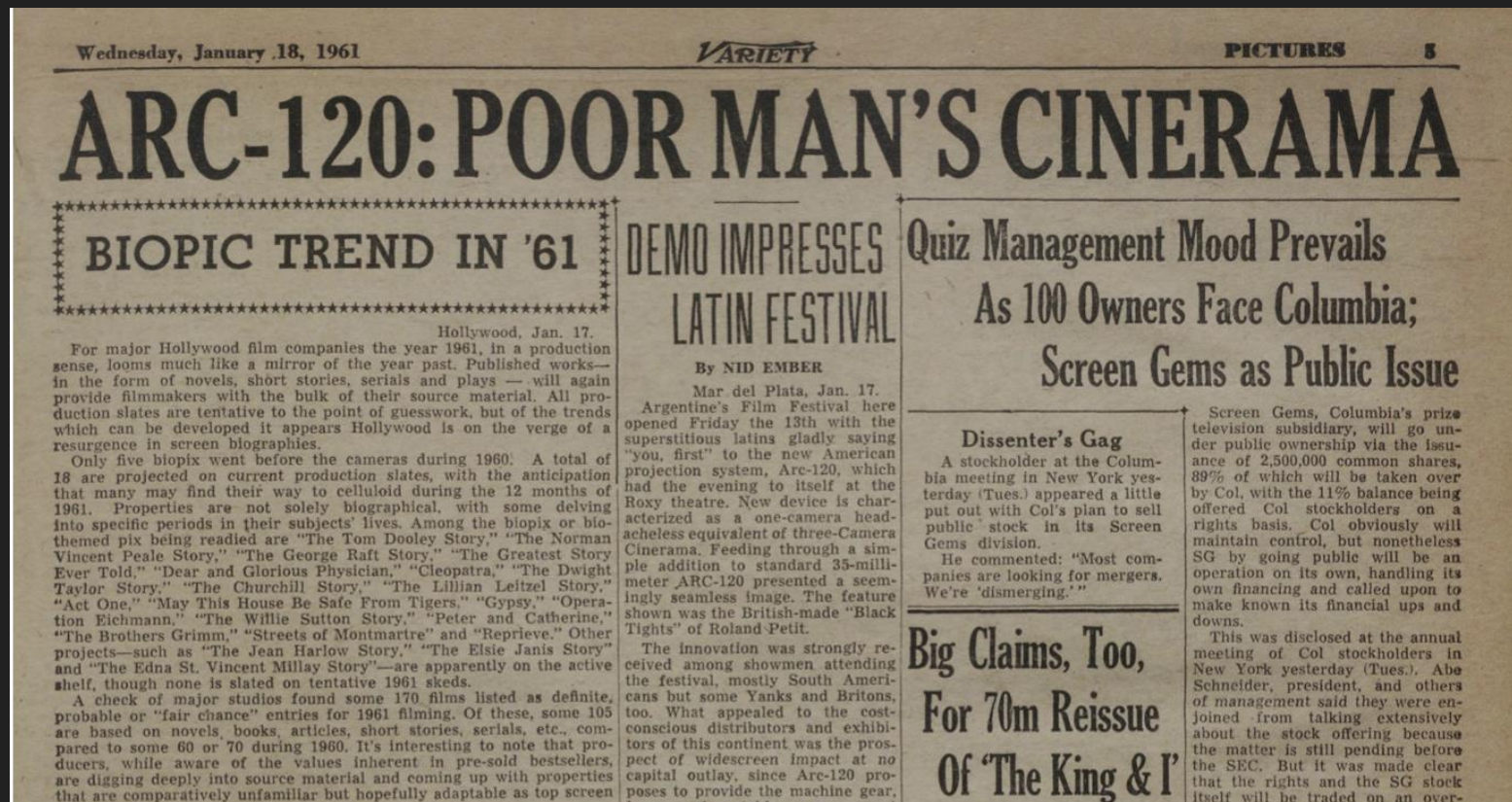


**Writers' Bloc** : The Hollywood Reporter (Archive: 1930-2015) ; Hollywood Vol. 407, Iss. 23, (Nov 18, 2008): 8-12.

資料庫來源 : Entertainment Industry Magazine Archive

# ●Why 觀看的動機

- 情緒管理 mood management
- 守望 surveillance
- 社群 community



## **Pictures: Quiz Management Mood Prevails As 100 Owners Face Columbia; Screen Gems as Public Issue**

Variety (Archive: 1905-2000); Los Angeles Vol. 221, Iss. 8, (Jan 18, 1961): 5, 26.

資料庫來源：Entertainment Industry Magazine Archive

# 電視建構了閱聽人世界



媒介真實

可信權威

娛樂敘事

- 電視是給普羅的通俗影音美學

- 電視和電影有所不同之處在於

政治經濟結構

觀看方式

雅俗文化的界分

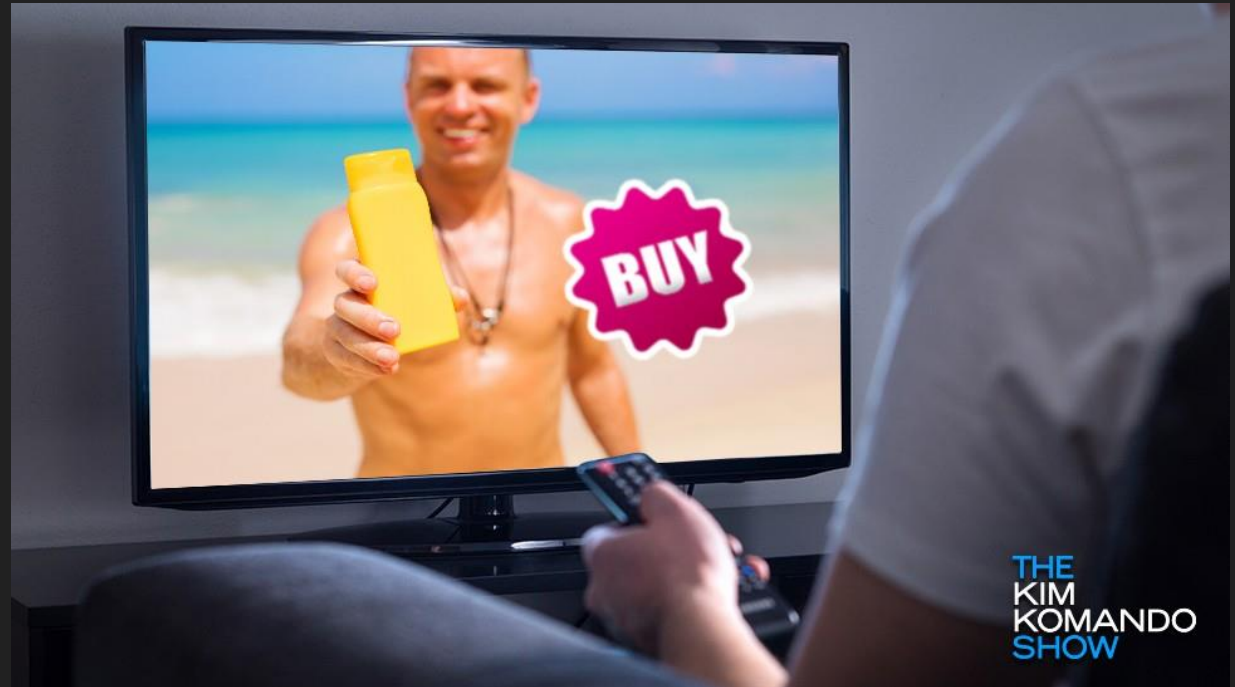
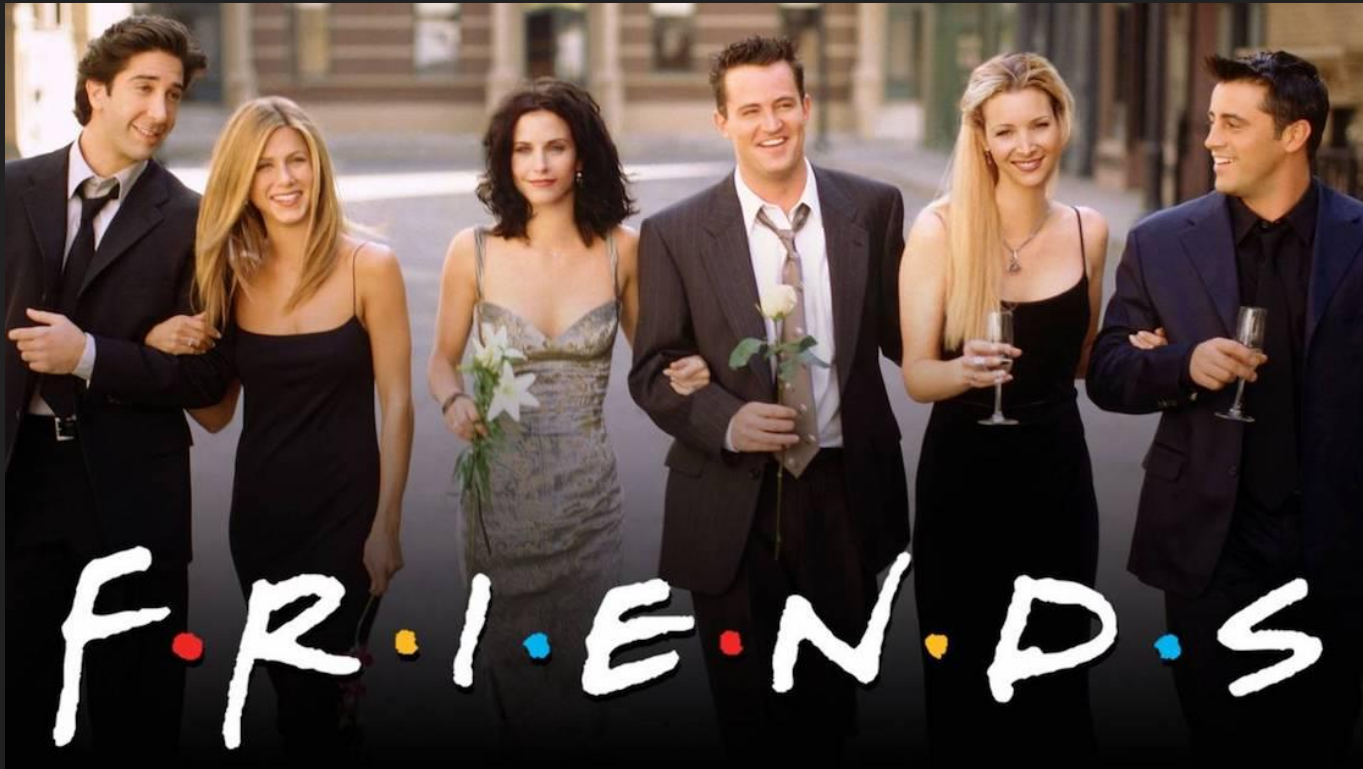


PHOTO : <https://www.komando.com/security-privacy/yikes-targeted-ads-coming-to-your-tv-on-vizio-sony-samsung-and-others/554536/>

● 80 – 00 年代的普羅影音美學的五個案例

● 情境喜劇 六人行 ( F r i e n d s )

● 幽默訴求 + 性訴求



### Saying NBC-ya to 'Friends'

*Net hunts replacement for TV's top show*

**Harry Connick Jr. to 'Will & Grace'?**  
See page 31.

By Scott Collins

PASADENA — It seems to be dawning on NBC executives that their biggest hit — the No. 1 show on television, in fact — really, truly won't be coming back after the 2002-03 season.

"I would say in all candor it probably is the final season of 'Friends,'" NBC Entertainment president Jeff Zucker told reporters Tuesday during the kickoff of NBC's portion of the Television Critics Assn. press tour. "I'd be very surprised if it weren't."

Zucker hastened to add that the future of the sitcom staple has appeared doubtful before, and the show returned — after the

### Par's 'Suspect'

By Zorianna Kit

Carrie-Anne Moss will star as the female lead in Paramount Pictures' "Suspect Zero" for C/W Prods. and Intermedia Films. Production begins in August in New Mexico with director E. Elias Merhige at the helm.



Moss

See "SUSPECT" on page 29



Zucker

cast members received huge raises. But while "I wouldn't 100% rule ... out" a renewal, the show's conclusion in May appears "most likely," he said. "Friends" will mark its 200th episode during the November sweep.

That puts enormous pressure on the network and Zucker, who so far have not found another show that appears poised to replace it. "Friends" is the anchor

See NBC on page 29

### Gotham Group gets redrawn

By Chris Gardner

After heading up the animation unit at Artists Management Group since the company's inception more than three years ago, Ellen Goldsmith-Vein is now going back out on her own, re-establishing her animation agency the Gotham Group.

Goldsmith-Vein founded the agency in 1994, then folded it into Michael Ovit's AMG in late

See GOTHAM on page 29

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**Saying NBC-ya to 'Friends'**  
Collins, Scott . The Hollywood Reporter (Archive: 1930-2015) ; Hollywood Vol. 374, Iss. 22, (Jul 24, 2002): 4, 29.

資料庫來源：Entertainment Industry Magazine Archive



Parisi, Paula . The Hollywood Reporter (Archive: 1930-2015) ; Hollywood Vol. 390, Iss. 9, (Jul 26, 2005): 13-14, 16, 18.

- 犯罪影集的經典：洛城法網（L.A.Law）
- 懸疑＋恐懼

資料庫來源：Entertainment Industry Magazine Archive

14 www.hollywoodreporter.com

between the lines

JULY 26-AUGUST 1, 2005



Litigation attorneys are known as "the gladiators" among legal professionals, running on adrenaline.

Bert Fields Patricia Glaser Marty Katz Peter Parcher Marty Singer Larry Stein

Transactional attorneys are the town's dealmaking muscle, with a hand in everything from financing to contracts.



Fred Bernstein Skip Brittenham Bob Darwell Tom Hansen Jon Moonves Bruce Ramer

JULY 26-AUGUST 1, 2005

between the lines

# L.A. Law

WHETHER THEY'RE LITIGATING OR CLOSING TRANSACTIONS, THE TOP ENTERTAINMENT ATTORNEYS HAVE SET A HIGH BAR

By Paula Parisi

**T**he ballroom of Hotel Casa Del Mar in Santa Monica looks like something out of F. Scott Fitzgerald's "The Great Gatsby." Orate columns rise in the corners, framing the sunlight as it streams through double-height windows that reveal palm trees swaying in the breeze and, beyond that, the blue-green waters of the Pacific. Nearly 200 guests fill the room. Taking a break from the activities of the American Film Market next door, they chat amiably and queue up for luncheon delicacies at a buffet line as host Ken Kleinberg navigates the room. His firm, Kleinberg Lopez Lange Cuddy & Edell Lp., sponsors the annual



From left, Barnes Morris, Kevin Yorn, Deborah Klein and Kevin Morris

- 懸疑推理：X檔案（ The X-Files ）

- 神秘＋懸疑

關鍵音效

超自然現象與

不安社會氛圍



Lichtenfeld, Eric . The Hollywood Reporter (Archive: 1930-2015) ; Hollywood Vol. 405, Iss. 32, (Jul 11, 2008): 45.

資料庫來源：Entertainment Industry Magazine Archive

- 動畫：辛普森（The Simpsons）
- 給大人看的動畫
- 幽默 + 政治嘲諷
- 資訊與娛樂結合的說服文本

**VIDEOS TV • MUSIC • COMEDY**



**The Simpsons: big-eyed overbite genius**

**The Simpsons: The Dark Secrets Of The Simpsons**  
(Fox, £12.99)

★★★★★

**Beavis & Butt-Head: Feel Our Pain**  
(MTV Home Video, £8.99)

★

**THE** back-blurb for Beavis and Butt-Head's *Feel Our Pain* makes the proud claim that this is "Eight episodes, no music videos, no commercial interruptions". And herein lies the problem. Part of the point of Beavis and Butt-Head is the context in which you see them, usually pissed, always late, often at that flakey time of the post-pub morning when words like "fartknocker" attain a phenomenal potential to create gut-busting, bleary laughter (although, if you don't find "buttmunch" funny at any time of the day you've got real problems). Watching these episodes in the cold light of day is rather like eating a kebab for breakfast or smoking a cigar sober; you snigger, but the absolute hysterics that can only come with the subtle combination of scatology and inebriation just aren't there. And the music reviews were always the richest pleasure of B'n'B. A great show – a pointless video.

*The Simpsons* is simply the greatest television show on earth. This tape features four episodes. There's *Homer The Badman*, where our hero is accused of sexual harassment and finds that even television ("Teacher, mother, secret lover!") can't help him, and *Lisa The Iconoclast*, where Springfield's own pointy-headed little Chomsky finds dark secrets in the town's past with the help of Donald Sutherland.

We also get Homer joining the Secret Order Of Stonecutters in *Homer The Great*, and – to top it all – a brand-spanking new episode, *The Springfield Files*, wherein Homer's alien sighting brings agents Mulder and Scully to town.

You should know the deal here; 22-minute bolts of big-eyed overbite genius that makes 99 per cent of the American television dumped on our shores every year look like the imaginatively crippled, kowtowing slop it really is. Weirdly, for a cartoon, *The Simpsons* is allowed to be more serious, more realistic, more surprising, more politically ferocious and more genuinely moving than any live-action Yank-wank could even try to be. Unmissable.

Neil Kulkarni

**VIDEOS TV.MUSIC.COMEDY: Our Friends In The North**  
**Volume One: 1964-1974 Volume Two: 1979-1995**

Dalton, Stephen Uncut (Archive: 1997-2000); Jun 1, 1997; 1;  
Entertainment Industry Magazine Archive pg. 150

資料庫來源：Entertainment Industry Magazine Archive

● 實境秀：倖存者 ( s u r v i v o r s )

- 真實感的娛樂意義
- 真實感的形式構成



TV: 'SURVIVOR' CHANGES WEBS' REALITY SCHNEIDER, MICHAEL;ADALIAN, JOSEF Variety (Archive: 1905-2000); Jun 12, 2000; 379, 4; Entertainment Industry Magazine Archive pg. 9

資料庫來源：Entertainment Industry Magazine Archive



電視成為了  
觀看和理解世界的窗口  
生心理的宣洩與調節管道  
傳播媒體發展的主流美學

媒介真實

可信權威

娛樂敘事



NETFLIX