



Scripted Affects, Branded Selves: Television, Subjectivity, and Capitalism in 1990s Japan (Paperback)

By Gabriella Lukacs

Duke University Press, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book. In *Scripted Affects, Branded Selves*, Gabriella Lukacs analyzes the development of a new primetime serial called trendy drama as the Japanese television industry's ingenious response to market fragmentation. Much like the HBO hit *Sex and the City*, trendy dramas feature well-heeled young sophisticates enjoying consumer-oriented lifestyles while managing their unruly love lives. Integrating a political-economic analysis of television production with reception research, Lukacs suggests that the trendy drama marked a shift in the Japanese television industry from offering story-driven entertainment to producing lifestyle-oriented programming. She interprets the new televisual preoccupation with consumer trends not as a sign of the medium's downfall, but as a savvy strategy to appeal to viewers who increasingly demand entertainment that feels more personal than mass-produced fare. After all, what the producers of trendy dramas realized in the late 1980s was that taste and lifestyle were sources of identification that could be manipulated to satisfy mass and niche demands more easily than could conventional marketing criteria such as generation or gender. Lukacs argues that by capitalizing on the semantic fluidity of the notion of lifestyle, commercial television networks were...



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