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| TV Programming Decision Making |
|  | *Academic Level :*Bachelor |
| *Paper details*Read the book "Top of the Rock: inside the rise and fall of must see TV" by Warren Littlefield and write a book based on the information you will pull out of the book. The book is your only source for information. IN THE ESSAY FOCUS ON: the decision making process in terms of programming/ and the reasons behind those decisions. (Why did they decide to go with the certain series? Why they decided to schedule the certain series the way they did? Did they make any changes on that series? What kind of changes? Why? Ex: Why did they put it on Thursday night instead of Wednesday? Why did they put the series at 8pm instead of another time? Why did they decide to not go with the certain series? Why did they decide to renew the certain series or why did they decide to cancel certain series? Were there any deals made? What kind of deals? Why? Pretty much everything about the decision making process of the programming of these shows and the reasons of those decisions. You need to include almost every show talked about in the book. But don't focus on the shows (don't explain what the shows are about or the stars), use the shows as examples, focus on the decisions that were made on those shows in terms of scheduling and programming. |