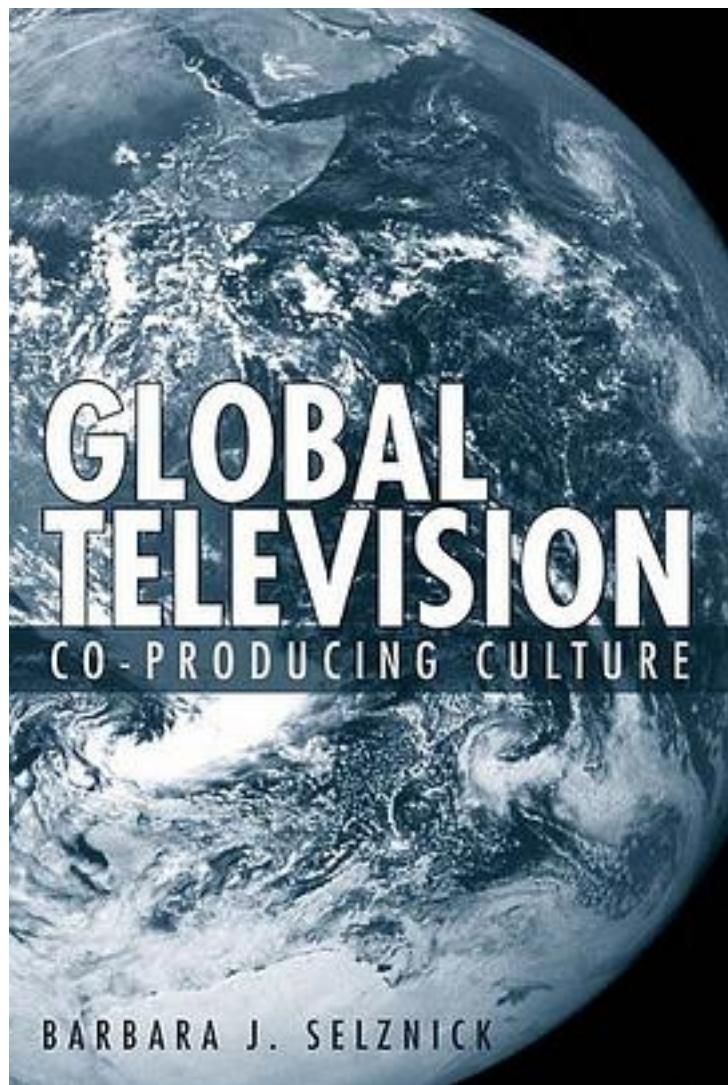


Global Television



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Global Television explores the ways international co-productions such as Highlander: The Series and The Odyssey are changing television into a transnational commodity. Barbara Selznick examines the particular processes by which the international circulation of culture takes place, while addressing larger cultural issues such as identity formation. She considers how this mode of production-as a means by which transnational television is created-has economic rewards and cultural benefits as well as drawbacks. Selznick indicates that while the style, narrative, themes and ideologies may be interesting, corporate capitalism ultimately impacts these programs in significant ways.

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Barbara J. Selznick is an Associate Professor in the School of Media Arts, The University of Arizona and author of *Sure Seaters: The Emergence of Art House Cinema*.

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