

CONTENTS

Preface ix

Acknowledgments xv

PART I: TELEVISUAL FLOWS

One. The Outbreak of Television 3

Two. Image/Machine/Image:
Marx and Metaphor in Television Theory 36

PART II: COMMERCIAL BREAKS

Three. History, the Eternal Rerun: On *Crime Story* 69

Four. Mondino, MTV, and the Laugh of Madonna 79

Five. "Appetite and Satisfaction, a Golden Circle":
Magic and Commerce in *Twin Peaks* 89

PART III: THEORETICAL IMAGES

Six. The Dangers of Being in a Televisual World:

Heidegger and the Ontotechnological Question 103

Seven. From Post Cards to Smart Bombs (and Back Again):
Derrida and the Televisual Textual System 128

Eight. Ineluctable Modalities of the Televisual 144

Notes 171

Bibliography 195

Index 205

