ABSTRACT

THESIS: Analyzing Box of Schmu: An Examination of the Web Series and the Aesthetics of Internet Television

STUDENT: Jason Staskus

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The objective of this creative project is to illustrate the characteristics of successful Web series: narratives different from those seen on broadcast television, appeals to niche audiences, the creation of virtual realities, the cultivation of online communities, and interactivity. These characteristics are demonstrated through the production of an original Web series, Box of Schmu.