

ABSTRACT

THESIS: Promoting TV in a Post-Network World: Examining Differences in Social Media Practices

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PAGES: 104

The overwhelming majority of U.S. broadcast television stations and their respective networks use social media extensively to promote the programming and personalities seen on their channels. Social media's reach and accessibility make it a valuable tool to drive audience tune-in, brand awareness, and ultimately increased revenue for the station. Facebook and Twitter, used by millions of U.S. consumers every day, are the primary social media platforms used by local television stations to reach potential viewers. The aim of this study is to observe the social media habits from a sample of thirty local television stations across the United States. Using a structured digital media critical analysis, comparisons from these digital texts will be drawn followed by a discussion of the differentiating factors among them. The proposed research will advance the scholarly discussion on the theories and practices behind the use of social media by television stations at a time when digital media consumption continues to advance at a rapid pace.