

# Contents

<i>List of Figures</i>	ix
<i>Acknowledgments</i>	xi
Introduction	1
<b>PART ONE: INDUSTRY</b>	
1. Alternative TV: Fox, Gen Xers, and the Profits of Subversion	29
2. Echoes from the Counterculture: A Liberalist Agenda on Prime Time	47
<b>PART TWO: AESTHETICS</b>	
3. Cartoon Revival: <i>The Simpsons</i> and the Renaissance of Animation	65
4. Gen-X Sensibility: Representing Participatory Culture	97
<b>PART THREE: PARTICIPATION</b>	
5. Springfield's Participatory Realm: Unfolding the <i>Simpsons</i> Cult	139
6. Jamming with <i>The Simpsons</i> : Public Images in Remix Culture	157
Conclusion: Television at the Edge of Convergence Culture	193
<i>Appendix: An Interview with Henry Jenkins</i>	199
<i>Simpsons Episodes Cited</i>	209
<i>Audiovisual Primary Sources</i>	213
<i>References</i>	217
<i>Index</i>	237
	vii