CONTENTS

Preface, ix Acknowledgments, xiii

Introduction: Stagnation and Experimentation in the Russian Era of Television, 1

CHAPTER ONE

Not a Mirror but a Magnifying Glass: Soviet Television Enthusiasm, 21

CHAPTER TWO

Programmnaia Politika: Audience Research and the Creation of the Channel 1 Schedule, 47

CHAPTER THREE

From Café to Contest: New Year's Variety Shows and the Soviet Festive System, 82

CONTENTS

CHAPTER FOUR Time and the Problem of Boredom, 115

CHAPTER FIVE

"Spiritual Coauthorship": Seventeen Moments of Spring and the Soviet TV Miniseries, 150

> CHAPTER SIX "KVN Is an Honest Game": Game Shows and the Problem of Authority, 183

CHAPTER SEVEN

A Dress Rehearsal for Life: Artloto and What? Where? When?, 216

Epilogue: The Origins of Central Television's Perestroika, 235

Notes, 255 Bibliography, 303 Index, 319