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## Employment

### Chair Professor in Film and Media Studies

Academy of Film  
Hong Kong Baptist University  
Hong Kong  
3 Jan 2022 → present

### Director

Academy of Film  
Hong Kong Baptist University  
Hong Kong  
1 Jul 2022 → present

## Research outputs

### Letter from the Editor

SEITER, E. E., 2022, In: *Global Storytelling: Journal of Digital and Moving Images*. 2, 1, p. 1-10 10 p., 1.

### New Priorities to Critical Literacy: From Google to Brain Studies

Seiter, E. E., Sep 2017, *媒介素养的跨学科研究与实践 = Multidisciplinary approaches to media literacy: research and practice*. 李月莲, 张开 & 陈家华 (eds.). 1st ed. 北京市: 中国传媒大学出版社, p. 246-260 15 p.

### Stereotype

Seiter, E. E., Mar 2017, *Keywords for Media Studies*. Ouellette, L. & Gray, J. (eds.). New York University Press, p. 184-185 2 p.

### The Creative Artist's Legal Guide: Copyright, Trademark and Contracts in Film and Digital Media Production

Seiter, E. & Seiter, B., 26 Jun 2012, Yale University Press. 350 p.

### On cable, tech gods, and the hidden costs of DIY filmmaking: thoughts on "The Woman with the Movie Camera"

Seiter, E., 2011, In: *Jump Cut: A Review of Contemporary Media*. 53

### Practicing at Home: Computers, Pianos, and Cultural Capital

Seiter, E. E., 30 Nov 2007, *Digital Youth, Innovation, and the Unexpected*. McPherson, T. (ed.). MIT Press, p. 27-52 26 p. (The John D. and Catherine T. MacArthur Foundation Series on Digital Media and Learning).

### Worldwide Wrestling Entertainment's Global Reach: Latino Fans and Wrestlers

Seiter, E., Sep 2007, *Cable Visions: Television Beyond Broadcasting*. Banet-Weiser, S., Chris, C. & Freitas, A. (eds.). New York University Press, p. 338-358 21 p.

### U.S. Children Negotiating the Protective Silence of Parents and Teachers on the War in Iraq

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### **Soap Opera Survival Tactics**

Seiter, E. E. & Wilson, M. J., Dec 2005, *Thinking Outside the Box: A Contemporary Television Genre Reader*. Edgerton, G. R. & Rose, B. G. (eds.). Lexington: University Press of Kentucky, p. 136-155 20 p.

### **The Internet Playground**

Seiter, E. E., 19 Jul 2004, *Toys, Games, and Media*. Goldstein, J., Buckingham, D. & Brougere, G. (eds.). 1st ed. New York: Routledge, p. 93-108 16 p.

### **Children Reporting Online: The Cultural Politics of the Computer Lab**

Seiter, E. E., 1 May 2004, In: *Television and New Media*. 5, 2, p. 87-107 20 p.

### **A Protective Silence: US children and the Iraq War**

Seiter, E. E. & Pincus, M., 2004, In: *Television*. 17, p. 34-39 5 p.

### **Qualitative Audience Research**

Seiter, E. E., 4 Dec 2003, *The Television Studies Reader*. Allen, R. C. & Hill, A. (eds.). 1st ed. London: Routledge, p. 461-478 18 p.

### **Television and the Internet**

Seiter, E. E., Jun 2003, *The Wired Homestead: An MIT Press Sourcebook on the Internet and the Family*. Turow, J. & Kavanaugh, A. L. (eds.). MIT Press, p. 93-116 24 p.

### **Mighty Morphin' Four-Year-Olds: Heroes and Gunplay at Preschool**

Seiter, E. E., 1 Jan 2000, *Bang Bang, Shoot Shoot!: Essays on Guns and Popular Culture*. Pomerance, M. & Sakeris, J. (eds.). 2nd ed. Needham Heights, MA: Pearson Education, p. 157-168 12 p.

### **Power Rangers at Preschool: Negotiating Media in Child Care Settings**

Seiter, E. E., Jan 2000, *Kids' Media Culture*. Kinder, M. (ed.). Duke University Press, p. 239-262 24 p.

### **Television and New Media Audiences**

Seiter, E., 17 Dec 1998, Oxford University Press.

### **Black feminism and media criticism: The Women of Brewster Place**

Bobo, J. & Seiter, E. E., Jul 1997, *Feminist Television Criticism: A Reader*. Brunsdon, C., D'Acci, J. & Spigel, L. (eds.). 1st ed. New York: Oxford University Press, p. 167-183 17 p. (Oxford Television Studies).

### **Notes on Children as a Television Audience**

Seiter, E. E., 14 Jun 1996, *The Audience And Its Landscape*. Hay, J., Grossberg, L., Wartella, E. & Hay, J. (eds.). 1st ed. New York: Routledge, p. 131-144 14 p.

### **Mothers Watching Children Watching Television**

Seiter, E. E., Jun 1995, *Feminist Cultural Theory: Process and Production*. Skeggs, B. (ed.). 1st ed. Manchester; New York: Manchester University Press, p. 137-152 16 p.

### **Not all "soaps" are created equal: Toward a cross-cultural criticism of television serials**

Kreutzner, G. & Seiter, E. E., 22 Dec 1994, *To Be Continued...: Soap Operas Around the World*. Allen, R. C. (ed.). 1st ed. London: Routledge, p. 234-255 22 p. (Comedia).

### **Women Writing Soap Opera: The Careers of Irna Phillips and Jane Crusinberry**

Seiter, E. E., Jan 1994, *Never-Ending Stories: American Soap Operas and the Cultural Production of Meaning*. Borchers, H. (ed.). Wissenschaftlicher Verlag Trier

### **Semiotics, Structuralism, and Television**

Seiter, E. E., 6 Aug 1992, *Channels of Discourse, Reassembled: Television and Contemporary Criticism*. Allen, R. C. (ed.). 2nd ed. London: Routledge, p. 23-51 29 p.

**Toys are us: Marketing to children and parents**

Seiter, E., May 1992, In: *Cultural Studies*. 6, 2, p. 232-247 16 p.

**"Don't treat us like we're so stupid and naive": Toward an ethnography of soap opera viewers**

Seiter, E. E., Borchers, H., Kreutzner, G. & Warth, E-M., 1991, *Remote Control: Television, Audiences, and Cultural Power*. Seiter, E., Borchers, H., Kreutzner, G. & Warth, E-M. (eds.). 1st ed. London: Routledge, p. 223-247 25 p. (Routledge Library Editions: Television; vol. 13).

**Different Children, Different Dreams: Racial Representation in Advertising**

Seiter, E., 1 Jan 1990, In: *Journal of Communication Inquiry*. 14, 1, p. 31-47 17 p.

**Making Distinctions In Tv Audience Research: Case Study Of A Troubling Interview**

Seiter, E., Jan 1990, In: *Cultural Studies*. 4, 1, p. 61-84 24 p.

**"To Teach and To Sell": Ina Phillips and Her Sponsors, 1930-1954**

Seiter, E., Mar 1989, In: *Journal of Film and Video*. 41, 1, p. 21-35 15 p.

**Love Boat and Fantasy Island Television utopias**

Seiter, E., Apr 1987, In: *Jump Cut: A Review of Contemporary Media*. 32, p. 9-11 3 p.

**Women's History, Women's Melodrama: Deutschland, bleiche Mutter**

Seiter, E. E., Sep 1986, In: *The German Quarterly*. 59, 4, p. 569-581 13 p.

**Stereotypes and the Media: A Re-evaluation**

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**Feminism and Ideology: The "Terms" of Women's Stereotypes**

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**The Political is Personal: Margarethe von Trotta's Marianne and Juliane**

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**The Hegemony of Leisure: Aaron Spelling Presents 'Hotel'**

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**Men, Sex and Money in Recent Family Melodramas**

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**The woman with the movie camera**

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