

Back cover text, taken from the German Book: Winkler: **Switching – Zapping**.
Ein Text zum Thema und ein parallellaufendes Unterhaltungsprogramm.
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Hartmut Winkler

Zapping

Zapping, the act of switching back and forth between television channels, has developed from a nervous habit into an independent way of watching TV. Feared by advertisers and commented on ironically or critically by the feuilleton, zapping has changed the way we interact with the medium, and subsequently television itself. Zapping introduces a completely new aesthetic into the material presented by the broadcasters; an aesthetic that can be described relatively accurately in contrast to that of normal broadcasts. But what motivates the zappers themselves? The search for specific content? For variety? The desire to regain their own sovereignty? The book poses a series of theses on this question; these theses are collaged with interview excerpts, collected findings, and foreign voices on the subject.