"Licht aus - Spot an: How Schlager (ZDF 1969-1984) beat Disco (ZDF 1971-1982)"

Based on an analysis of a selected number of episodes of the Hitparade and Disco, both ZDF music shows reigning supreme on West-German TV in the 1970s, I will investigate the longevity of Schlager vs. competing popular music forms (like German-language and English-language Disco) but also how and to which effects TV during the public broadcast era (changing rapidly in the mid 1980s with privatization) re-appropriated American pop music for the German market and cultural mediascape.