

Running Head: BUFFY

Watching Buffy:
An Angian Examination of *Buffy* Watchers.

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Abstract

Television is a vast medium made up of numerous programs that reaches people in a way no other medium can. *Buffy the Vampire Slayer (BTVS)* is one such program. Yet, even though it makes up only a small percentage of the programming, *Buffy the Vampire Slayer* has on many occasions sparked controversy. Since the pilot aired in 1997, the show has been criticized for violent and sexual content, forced to reschedule episodes when the show's content too closely mirrored real life events, has changed networks, been accused of being homophobic and received three major Emmy nominations. Thus the question, why *Buffy the Vampire Slayer*? What is it about this show that attracts so much interest from the press? The answer lies in the fans and the nature of television as a whole. So why do the fans watch?

In 1985, Ien Ang in her book *Watching Dallas* asked this same question about the show *Dallas*. To answer the question Ang asked fans why they watched *Dallas*, then analyzed their responses in relation to the psychological reasons why people watch television. This author attempted a study using Ang's as a model. A question was posted on the messages boards of several major *Buffy* websites asking fans why they watch. Over one hundred responses were analyzed. In examining the responses, common themes kept coming up as to why people say they watch *BTVS*: interest in vampires, the appeal of the characters, its realism, fantasy and escape, and that it's unpredictable. In the end the answer is simple: those who appreciate this show, or any show, speak highly of it; while those who do not criticize

The Power of Television

Television is a medium like no other. It affects people's lives in a way radio, newspapers and the Internet could never dream. People turn to television for information and news, in the way they would have originally turned to newspapers. Studies have shown Americans take comfort from their news anchors during national and world tragedies. Lori Roberts comments on this in the *American Journalism Review* after September 11th, "Television anchors may not intentionally try to be anything beyond journalists, but in the early stages of a national crisis, just giving information and simply being there does foster additional roles...after the September 11 attacks they provided a sense of calm, stability and comfort. As expected the three men [Jennings, Rather, & Brokaw] were on the air almost immediately...they stayed more than 13 hours, late into the night. Like the reassuring light on the front porch" (Robertson, 2001). The idea that simply watching someone on television can help calm the public after an event like Sept 11th shows the power of this medium.

Television has been in existence for less than a century, yet has been a strong part of society since the 1950's. In its beginnings, television consisted of three commercial broadcasting networks: ABC, NBC and CBS, joined later by one major public broadcasting station, PBS. Now television as a whole has expanded to six networks: the original three plus FOX, WB and UPN, along with up to three hundred cable choices. There are now almost unlimited choices for television viewers, making it hard for many people not to watch television.

According to a study in *Scientific America*, individuals in the industrialized world spend approximately 3 hours a day watching television, more than they spend on any other leisure activity. By the time a person reaches the age of 75, they will have spent a total of 9 years watching television. In fact, this study determined people could even become addicted to television (Kubey, 2002). In his own article, journalist Joel Stein demonstrated the power of television when for one full week he gave it up. He explains the difficulty he experienced in doing this, from the jealousy he felt towards his wife when she watched television to staring at the blank screen. On the last day he stated, "I awaken for the first time without instinctively looking at the silenced television" (Stein, 2002).

Given the amount of time people put into television and the difficulty they have in giving it up even for a time as short as a week, it is no surprise that television's content receives more research, criticism and controversy than any other medium. Studies come out almost daily about the effects of sex and violence on television to its viewers. Almost daily we hear discussions about shows that have gone too far. *NYPD Blue* constantly receives criticism about the amounts of sex and violence depicted. During its day, *Ellen* was considered risqué for having a gay lead. *Buffy the Vampire Slayer* is another show that has drawn its own controversy.

What is Buffy the Vampire Slayer?

The idea of Buffy came from the very simple thought that a beautiful blonde girl walks into an alley, a monster attacks her and she is not only ready for him, she trounces him.

-Creator Joss Whedon from *Buffy the Vampire Slayer* Season One DVD

Buffy the Vampire Slayer (BTVS) is a one-hour drama created by Joss Whedon has sparked numerous controversies. The show is based on the 1992 movie *Buffy the Vampire Slayer* also by Joss Whedon. The show uses the movie as a prologue, but nothing more. The premise of *Buffy the Vampire Slayer* is the world is full of demons and vampires attempting to destroy humanity. The only one who can stop this is "the slayer". The slayer is a young girl gifted with the strength and knowledge to destroy vampires and demons. In each generation there is only one slayer, she fights until she dies, then the next slayer is called. The current slayer is Buffy Summers, a sixteen-year-old high school student in suburban Sunnydale, California.

Buffy does not fight alone; she is aided by her watcher, Giles, and her friends. Giles, as a watcher, is responsible for training Buffy for the evils she will face. Willow is Buffy's best friend and is a computer genius. Xander is another close friend who is always there to help Buffy. Throughout the seasons and stories others come and go in Buffy's life, but Giles, Willow, and Xander are always there.

Evil and danger are always there too. Buffy's high school is located on top of a Hellmouth, which is a mystical energy center that when opened can bring about the end of the world. Its enormous power draws vampires and demons alike to Sunnydale.

Faced with a constant stream of enemies, Buffy juggles saving the world with attempting to live a normal life. This balancing act proves to be very problematic at best, especially when Buffy falls in love with a vampire, dies twice, blows up the high school and has a younger sister who is a ball of energy that can end the world.

The world Joss Whedon has created in this show has mythology and lore while taking bits and pieces from traditional myths and placing them in a high school and later a college environment. In an interview about the second season of *BTVS*, Whedon describes the hero's quest Buffy had to go on ("Becoming Part One and Two"). She had to lose everything so that she had nothing left to lose but herself, before she could fight the most important battle in which she would destroy the man she loved to save the world (20th Century Fox, 1997). Whedon creates a theme for each episode, which supports the larger theme of each season. In an interview of e-online Whedon describes this, "every season has an arc, a sort of unifying theme. Last year [season four] it was the liberation of college and how it fractures you as a group and as a person. This year [season five] was about family and identity and Buffy being a slayer. And next year I refer to as 'Oh Grow Up.' It's about realizing that we're young adults, and now we're making choices like our parents did and we're just as bad at it as they were." (eonline, 2001).

BTVS ended in May 2003 after seven seasons and throughout its run this show with its relatively small audience of approximately 5 ½ million (Huff, 1999) always seems to make its way into the spotlight.

The acclaim, criticism and controversy surrounding *Buffy the Vampire Slayer*

Buffy the Vampire Slayer premiered on the WB Network on March 10, 1997 with a two-hour series premiere, which scored a Nielsen rating of 3.4.* Critics believed the show wouldn't last. A New York Times article stated, "With the cult suicides in California, these aren't the best times for television entertainments to be peddling supernatural fantasies...what then to make of "*Buffy the Vampire Slayer*" the new Monday night series on the fledgling WB network? Not to worry. Nobody is likely to take this oddball camp exercise seriously" (O'Connor, 1997). Some groups apparently did take *BTVS* very seriously. Shortly after its premiere, Buffy was already experiencing

* Ratings for all episodes can be found in Appendix 2

considerable public outcry from certain groups. In Joss Whedon's interview for the *Buffy the Vampire Slayer* season one DVD, Whedon discussed how he and his co-producer worried about a possible back lash from religious groups for some of their show's content. Whedon mentions their first real conflict came after the third episode, an episode entitled "Witch".* After "Witch" aired, Whedon received nasty letters from people claiming to be witches angry about how witches were being portrayed. (20th Century Fox, 1997). This marked the beginning of a long chain of controversies.

The second and even more controversial season of *BTVS* was when the true conflicts began and they continued to increase steadily with each new season. In March of 1998, in the shows two highest rated episodes (see Appendix 3), Buffy has fallen in love with a vampire named Angel. Angel is special in the sense that he has acquired a soul and is therefore good. In the first episode, "Surprise," Buffy loses her virginity to Angel. Then, as a result of having sex with Buffy, Angel loses his soul in the following episode, "Innocence." This brought up many complicated issues about sex on television geared towards teens. In an article about teen sex on television one girl explains how, after she saw this change, she stopped liking the character Angel, "that kinda annoyed me...what would have happened if she had had a baby? Her whole life would have been thrown out the window. I am so mad! I am going to take all my pictures of him down now" (Stodghill, 1998). Sex was not the only thing that upset some *BTVS* viewers about Angel losing his soul. In the episode "Angel," Angel explains his soul was originally given back to him as a punishment for killing a young gypsy girl. Since demons have no souls they have no guilt for what they do, but when a soul is restored they feel the pain and remorse of their past actions. The references to gypsy curses outraged a group called Roma, a gypsy political group, who threatened to start a letter writing campaign against the show. Whedon's response was, "A gypsy curse is a classical device used throughout time" (Stentz, 1998). Whedon left the plot line in the show.

In the spring of 1999 *BTVS* was near the end of its third season with steadily climbing ratings through the past three years (see Appendix 4). In this season, which marked Buffy's final year in high school, Whedon was planning to air an episode entitled "Earshot" in which Buffy gained the ability to hear people's thoughts. With this ability

* Synopses of all episodes mentioned can be found in Appendix 1

she heard a person was planning to kill everyone at school the next day during lunch. The week before the episode was scheduled to air, the Columbine High School tragedy occurred. “Earshot” was pulled by WB and Whedon and rescheduled to air at a later date. As described by Richard Huff, this was the best choice, “While no murder occurs in the episode, WB programming executives felt the subject of the story, especially considering Buffy’s huge appeal to young viewers, was inappropriate for the time being.” (Huff, 1999). “Earshot” was not aired until September of 1999 during the fourth season and was only aired that once on the WB. The episode was then included in the season three VHS box set release.

“Earshot” was not the only episode of *BTVS* postponed due to Columbine. The second part of the two-part season finale entitled “Graduation Day Part Two” was also pulled from its original airdate because of a controversial battle sequence where the high school students had to take up weapons against a 60-foot demon snake at their graduation ceremony. There was a lot of press debate on whether postponing this episode was being overly sensitive or the right thing to do. The networks stand was, “Given the current climate, depicting acts of violence at a high school graduation ceremony, even fantasy acts against 60 foot serpents and vampires we believe is inappropriate to broadcast around the actual dates of these time honored ceremonies” (Yanked Buffy, 1999). Creator Joss Whedon did not agree, but understood the network’s position, “They pulled ‘Earshot’ and we all agreed about that...when they pulled the last episode, it wasn’t what I would have done; I don’t think they needed to do it, but I completely respected their reasons” (Owen 1999). Critics and others like Robert Bianco of USA Today were not quite as understanding as Whedon. In his article, Bianco expresses his opinions regarding the WB’s decision

The WB was right. The long delayed season finale of *Buffy The Vampire Slayer* pulled in the wake of the Columbine shootings really is offensive. If you happen to be a mayor-turned-60-foot demon. Everyone else will enjoy the graduation finale for what is: a typically entertaining hour from one of the best, brightest and most responsible shows on television. True, the high school students take arms against the demonic authority figure, but surely even the most dedicated opponents of teen violence would be willing to make an exception for students who are about to be swallowed by a serpent. (Bianco, 1999)

Strong opinions about airing the show did not change anything and the episode was not aired until July 13th, over two months after it was originally scheduled to air, but three months before “Earshot” aired.

When Buffy and her gang graduated high school and moved on to college, the press coverage of *Buffy the Vampire Slayer* shifted slightly to focus less on controversy over content and more on acclaim. In December of 1999 Joss Whedon wrote and directed an episode called “Hush” in which a demon causes the entire town to lose their ability to speak for the duration of most of the episode. Whedon received an Emmy nomination for writing “Hush,” which is no small feat considering the episode had little dialogue, as reporter Alex Starchan points out (2001). Phil Kloer of the *Atlanta Journal and Constitution* comments, “the gang is pantomiming for nearly two thirds of the show. You’ve got background music and sound effects, but not a word of dialogue for 27 minutes of the show’s 44 minutes...sometimes this makes for very eerie television and sometimes for hilarious double-entendre misinterpretations” (1999). Even with the praise of “Hush” the show did not receive the much-deserved Emmy. The episode did get its recognition though when it received the Founders’ Award from the Viewers for Quality Television.

In season five, *BTVS* was once again nominated for an Emmy for the episode “The Body,” which dealt with the death of Buffy’s mother, Joyce. Although the episode again did not receive the Emmy, it did receive a lot of praise for its heart wrenching emotion. This episode showed death from an unusual perspective as Ken Tucker explains, “Her life wasn’t taken by the shows usual culprit-some sort of supernatural force- but that made Joyce’s death by natural causes so much more shocking. Whedon signaled his serious intentions by giving the episode a strict construction: no back ground music and each segment returned from its commercial break with a shot of Joyce’s corpse laid out in calm repose” (2001). Manish Agarwla of *Time Out* explains the feeling behind this episode, “ ‘The Body’ is unusual for television as it tackles the physical reality of bereavement: finding a loved one’s body, watching paramedics fail to revive them, throwing up, listening to the doctor at the morgue, not knowing how to act. Whedon’s direction is wrenchingly unsentimental; there is no music, just ambient sounds

and grim silence, while the long takes reflect the character's stunned emotion" (Agarwla, 2001).

Yet as "The Body" was being acclaimed, Joss Whedon was being criticized for his decision to possibly move *Buffy the Vampire Slayer* from its home network the WB due to a financial conflict. In the spring of 2001, three shows were shopping around between networks for the best deal possible per episode, *Buffy the Vampire Slayer*, *Dharma and Greg* and *Frasier*. *BTVS* was looking for an asking price of almost \$2 million per episode since *BTVS* is unusually expensive to produce and the WB was only offering \$1.6 million, according to Broadcasting and Cable (Schlosser, 2001). When WB refused to budge, UPN offered to pay \$2.3 million per episode and promised to pick up *Angel*, *BTVS*'s spin off show, if the WB dropped *Angel*. The deal was set and *Buffy the Vampire Slayer* moved to UPN for its sixth season.

This decision shocked the industry. The co-president of WB, Jordan Levin, warned, "this is a wake-up call, not only for us to be protective of the shows that we have on the network with non-affiliated studios, but for everybody in the industry" (Schlosser, 2001). Joe Schlosser of Broadcasting and Cable says nothing like this had ever happened before, "while television series have switched networks before, usually as a series was fading, the Buffy deal was the first time a series switched networks solely, it seemed, for a better deal." (2001). Joss Whedon also warned that this was a wake-up call for the networks, "not to undervalue their franchise players...I think there is a lesson to be learned about the value of a successful series that has delivered season in and season out" (Schlosser, 2001).

After the deal was done, *Buffy the Vampire Slayer* still had a quarter of a season left to finish on the WB, including the season finale, which also was the 100th episode. This episode, entitled "The Gift," drew a lot of attention when, at the end of the episode, Buffy threw herself off of a tower and dies to save her sister and the world. The last shot of the season was Buffy's tombstone, which read, "Buffy Anne Summers. She saved the world. A lot." Within minutes thousands of fans were on the Buffy website message board talking about what had happened. An average of 20 posts were going up every two minutes (O'Brien, 2001).

The worry of fans was not without merit: the title character of the show was dead and the WB had made it seem as if the series were over. The WB had, “called it a ‘series finale’ instead of a ‘season finale’ and put a tag at the end thanking the show for its long run” (Goodman, 2001). With all of this confusion and outrage, Joss Whedon logged on to the message board to reassure his fans. He said, “ Just want to say again, finally definitely and in living color that Buffy will be back next season...How will I bring her back? With difficulty of course. And pain and confusion. Will it be cheesy? I don’t think so” (O’Brien, 2001).

Buffy did return from the dead in season six, on UPN, with better ratings than when she left the WB, but with fewer markets carrying the show (see Appendix 5). Within the first seven episodes of the season, *Buffy the Vampire Slayer* on its new network was once again in the press with Emmy talk in the air for their new musical episode entitled, “Once More With Feeling”. The plot Joss Whedon used to explain why everyone was singing was that they were under the spell of a demon. As Giles says in the episode, “That would explain the huge backing orchestra I couldn’t see and the synchronized dancing.” As one critic noted, the 14 song episode was entirely written by Whedon, including lyrics and music, “the episode even moves the season long story forward- and does it so well that it’s hard to imagine a more effective solution” (Bianco, 2001). The episode including all the music ran over time by eight minutes, but the network broadcast it uncut on November 6, 2001.

During the last few episode of season six, In May of 2002, Joss Whedon killed off a major character Willow’s girlfriend Tara (“Seeing Red”). She was shot through the window by accident and her death pushed an already fragile Willow over the edge, causing her to turn to black magic and murder to avenge her lovers death in the episode “Villains.” In the end it is Xander’s love that proves to be the only thing that stops Willow from ending the world in the episode “Grave.” Willow’s skinning alive of Tara’s killer, Warren, is barely noticed in the press, although mentioned in Ken Tucker’s article “Character Flaws: The ‘good guys’ did bad things in the finales of 24, Buffy and West Wing.” What did get attention was Whedon’s killing off of Tara and the fact that Tara was gay. The heated internet debate and press comments regarding the destruction of a

healthy gay television couple led to Whedon defending himself once again on the Buffy Posting boards when he logged on to say:

I killed Tara. Some of you may have been hurt by that. It very unlikely it was more painful to you than it was to me. I couldn't even discuss it in story meetings without getting upset, physically. Which is why I knew it was the right thing to do. Because stories, as I have so often said, are not about what we WANT. And I knew some people would be angry with me for destroying the only gay couple on the show, but the idea that I COULDN'T kill Tara because she was gay is as offensive to me as the idea that I DID kill her because she was gay. Willow's story was not about being gay. It was about weakness, addiction, loss... the way life hits you in the gut right when you think you're back on your feet. The course of true love never did run smooth, not on my show. (only Dennis Franz has suffered more than my characters.) I love Amber and she knows it. Eventually, this story will end for all of them. Hers ended sooner.

Or did it.....?

Yeah, it did.

-Creator Joss Whedon, www.upn.com/boards, May 22, 2002, 2:27 AM

In March of 2003, the worst news fans could image happened. Sarah Michelle Gellar announced she would be leaving *Buffy the Vampire Slayer*. In an interview with *Entertainment Weekly* she said, "The show as we know it is over." (Grobner, 2003). Without the leading character returning and Joss Whedon's departure started *BTVS*'s count down to its true series finale. As the show reached its final episode almost every publication came out to say goodbye to *BTVS* with headlines like, "Our Slayer Won't Go Gently Into The Dark Night" *USA Today*, "Buffy's Demise Puts A Stake in Our Hearts" *The San Francisco Chronicle*, and "Farwell Reluctant Chosen Chick" *The Australian*. Even *The Christian Century* had a nice goodbye to *BTVS* ending an article that was critical of some of the religious issues in the show with, "The only real problem with the show for Christians and non-Christians is that it ends this month."

Why *Buffy the Vampire Slayer*?

Buffy the Vampire Slayer has been noted in the press for both acclaim, criticism and controversy since its inception in 1997, but the question remains, why *BTVS*? What about this show causes such a response? Why do the viewers and fans watch? In 1985, Ien Ang in her book *Watching Dallas* asked this same question about the show *Dallas*. At the time, *Dallas* was the most popular show on television. To answer the question Ang asked fans why they watched *Dallas* and then analyzed their responses. (Ang, 1985). *BTVS* has not reached that status, and probably never will, but it does have a strong cult following both in the United States and World, similar to what *Dallas* had, but with a smaller audience.

The author of this paper attempted a study using Ang's as a model. A question was posted on the messages boards of several major *Buffy the Vampire Slayer* websites including buffy.com, buffyguide.com, and buffysearch.com. The question was posted as:

I am a huge Buffy fan, but many people have odd reactions to that. So I am writing a paper about Buffy and why people like it. What I would like to know is why you watch Buffy? And what do you like and dislike about the show? (answers can be from all seasons)?

One hundred and three usable responses were received. Posts that were conversations on the board that were unrelated to the topic were discarded. Of the one hundred and three usable responses 22 were identified as females, either by screen profile or direct statement, 14 were males, and 67 were unable to be determined from the information available. The responses were randomly numbered and will be referred to by number throughout. All responses are also unedited. When looking at these responses, it must be realized that all of these came from websites for Buffy fans, so the people who responded chose to respond and generally have a positive perception or feeling towards the show. For example many responses began with: "I Love Buffy" (Response 4), "I AM AN ADDICT" (Response 23), "im a really big fan" (Response 37), "like every other fan...I like EVERYTHING about the series" (Response 44), and "if everyone would just watch Buffy the world would be universal peace and love" (Response 22).

In examining the responses, there seemed to be a few common themes that kept coming up as to why people say they watch *Buffy the Vampire Slayer*: interest in vampires, the appeal of the characters, its realism, fantasy and provides escape, and it's unpredictable.

Vampires

Many respondents mentioned they started watching BTVS because of a fascination with vampire stories:

My first draw to Buffy was the simple fact I took an interest in anything that involved vampires. I have always been interested in the myth of the vampire. I have researched these myths as they have appeared in literature from all cultures. (Response 7)

I love the myth of vampires, which is why I started watching it (Response 9)

I love vampires (Response 11)

I'm into vampires. They've always fascinated me. The dark, fantasy, gothic and erotic ideas. (Response 60)

I am interested in the whole vampire thing and this was a different twist on the legend (Response 92)

Fascination with the supernatural on television is not a new phenomenon; prior to *BTVS*, shows like *X-Files*, *Twilight Zone* and *Outer Limits* had very successfully done this as well. In a study of evil and supernatural themes in television Beth Braun showed that people have a fascination with the line between good and evil and how it can be twisted. Shows with a supernatural theme have the ability to allow for a bend in the line between good and evil in characters that are both human and non human. While evil is usually portrayed in the non-human characters, both *X-Files* and *BTVS* play with that idea by showing the good in the evil characters and the evil in good characters (Braun, 2000).

BTVS showed this blur in the line between good and evil with the character Faith. Faith was rogue slayer* who accidentally killed an innocent man. When this happened

* Note: when Buffy died in season one another slayer was called even though Buffy was revived

Faith snapped and turned evil and joined the side of the bad guys. Yet, even after she turned evil, Faith saved Buffy from being killed by a vampire during one battle (“Consequences”), and at her worst she still kept Giles from being attacked by an evil spider (“Choices”). Then in the end of the series Faith came back rehabilitated and fighting the forces of evil again instead of being a part of them (“Dirty Girls” & “Chosen”). A couple of responses dwelt on this ambiguity:

good v. evil, the fine line between good and evil, the GREY line between good and evil (Response 10)

I love the balance of the light vs dark, both needing the other to have any real meaning. I find this is a recurring theme throughout the show. (Response 42)

Characters

Almost two thirds of the responses about *BTVS* mentioned the appeal of the characters as one of the reasons why they watch the show. Relating to the character is what the majority of the responses dealing with characters mentioned.

I relate to some of the characters, esp this year. I.E. Buffy feeling lost and that sort of thing. Each character represents something I understand/want to have. (Response 35)

The characters are all easy to identify with (Response 3)

I love it when u can watch a show and be able to cheer for characters. Or just really get into the show, cry when one of them crys, laugh when they laugh. You go what they go through. I love that about a show, and Buffy is that show (Response 50)

Joss also created believable likeable characters for us to want to watch every week. There wasn't one time where I was wondering what was going on with a character. I still wonder what became of OZ and what adventures he has had since finally leaving sunnydale....Unlike many other shows out there I genuinley cared what was gonna happen to these characters every week (Response 52)

Characters that you can get involved with and care about and bad guys you love to hate. (Response 62)

I watch Buffy because these people are like my family. I have cried and laughed and lost with all of them. What happens to them matters to me on a real emotional level. (Response 70)

The characters, especially in Seasons 1 - 3 we're the types of characters you could compare yourself too, out of everyone watching there must of been hundreds of people sitting there going "Willow reminds me of me a little bit" (Response 93)

Ang also found that identifying with a character was a significant part of the appeal of *Dallas*. Most of her respondents who did not like the show somehow felt distant or unable to relate to the characters. (Ang, 1985)

The relationship between audience viewers of a program and the characters on a show are a significant part of why viewers watch television. Professor of Communication Denis McQuail's examination of uses and gratifications and media use found that "personal identity" is one main reason why people watch television. McQuail suggests that the audience uses television in two ways for personal identity. Viewers watch a show to either compare them selves to or to identify with a particular character (Jones, 2004). Satoshi Kanazawa, PhD also found that people who watch a large amount of television are more satisfied with their friendships than their counterparts who do not watch as much television. In examining this, Kanazawa found humans have evolved to believe that all realistic images of people we encounter frequently became friends and family in our minds. In evolution there was no one-way acquaintance as there is now with movie stars. Hence viewers unconsciously include television characters in their group of friends (Perina, 2002). This would explain responses such as "I watch Buffy because these people are like my family" (Response 70), because in their mind, characters in *BTVS* are like their family.

The producers of *BTVS* are well aware of the relationship between their characters and the fans. Whedon told one reporter the performance of a character and the audience's response to him or her is what keeps the character on the show. Whedon mentioned in an interview that, "David Boreanaz, who plays Angel, was originally signed for just three episodes of "Buffy" during the first season. Now he is getting his own show. Conversely, early last season the vampire Mr. Trick arrived and was expected to be Buffy's primary nemesis for the season. But producers weren't thrilled with the

performance of the actor and instead gravitated to Harry Groener's evil mayor character...we try to keep ourselves open" (Owen, 1999). Sarah Michelle Geller, who plays Buffy, mentioned the importance to her of her fictional character, "I'm on the show because of the character." (online 2001).

Realism

The characters on Buffy the Vampire Slayer are not the only element fans relate to. Many of the respondents mentioned they relate to the situations depicted on the show or enjoy the way BTVS tackles real life issues.

It is very realistic.. in that I mean everything but the demons and vamps are true to real life (Response 8)

The show is funny while still being real, beneath all of the demons and vampires, they really do get to some of the grittier things about real life. (Response 16)

At the heart of BtVS, are several very real emotional stories, some of whom I can relate to quite closely (Response 38)

it's all about demon s and stuff yea inner demons - basically the show is full of metaphors for life (Response 49)

I like Buffy the Vampire Slayer because it is a show that, although fantastical, often portrays some of the truest storylines. Family members dying, sacrifice, relationships, love. Things that happen to real people in the real world. Just because the show deals with vampires and demons doesn't mean that it can't be realistic. Buffy is a metaphor for life (Response 63)

Joss has created a piece of art which transports the viewer to the scariest place of all: The core of the human condition (Response 71)

I liked the way they showed issues which were present in teen life like relationship problems, sex, abuse, etc (Response 74)

it's got situations in it that relates to real life. And like Buffy fights demons, well we all kinda have our own demons to fight, if you look at it that way (Response 88)

Ang also addresses in her book the issue of an unrealistic show being perceived by its fans as being emotionally real. Ang states the problem with this issue is that the show is not necessarily real, but that doesn't mean that fans cannot think of it as real in their opinion or that although the situation is unreal it can still have an emotional reality. She calls this "the tragic structure of feeling." (Ang, 1985) *BTVS* is a show that is even more unrealistic than *Dallas* since *BTVS* deals with demon and monsters, but many fans get a feeling of emotional realism from the show. *BTVS* does attempts to cover real issues using monsters and demons as a guise. Many episodes deal with universal topics, moving to a new school ("Welcome to the Hellmouth"), I slept with a guy and he doesn't call ("Innocence" & "Harsh Light of Day") or my mom is dating a guy I don't like ("Ted"). *BTVS* is can be described as an allegory for real life and many fans understand it this way.

Fantasy and Escapism

Although many respondents spoke about relating to the story lines of *BTVS* and how realistic they were, many others also spoke about how they liked the fantasy aspect of the show and watched the show for an escape from reality.

For an hour I am engrossed in another world.. another life.. its easy to get involved in the storyline and forget about my own life and my problems for that hour. (Response 8)

I watch it because its enjoyable, its a good way to get out of my head for one hour (Response 16)

i watch buffy because it gives you a chance to escape from real life (Response 25)

its an escape... total escape...(Response 36)

I escape to another place when i watch buffy it helps to unwind after work (Response 34)

For the last 8 years, Joss has given millions of people a place to escape to for an hour a week (Response 99)

The fact that many people watch *BTVS* or any other show for an escape is not surprising.

In his book *Television Viewers Vs. Media Snobs*, Jib Fowles discusses at length the reasons why television viewers enjoy the fantasy of television. Fowles points out, “Fantasy is one way that people get rid of tension. The better a person is at fantasizing, the less he’ll need to turn to other avenues.” (Fowles, 1982). He explains that television takes the place of personal fantasies and dreams in many cases. Dreams we experience during sleep are only pleasurable about 25% of the time while television viewing is pleasurable about 80% of the time. Based on this he concludes that fantasy of television programming allows viewers an escape and tension release that they find pleasurable (Fowles, 1982).

One interesting thing that should be pointed out is some responses mentioned both aspects, they loved the reality of the show, but also watched it as an escape.

the characters are pretty but they are also real and have real problems and issues and tragedies. And its an escape. We can watch and think: "Hey, I've got problems but at least I don't have to save the world (Response 20)

Unpredictable

The final theme that ran through the responses was many respondents enjoyed the unpredictability of the shows plotlines:

Things you wouldn't expect keep me coming back for more (Response 1)

The show is written with so much foreshadowing and intriguing plotlines that it makes you think about it and try figure out what is going to happen next but its almost constantly shocking... the stuff that happens is often times not what you expect (Response 8)

I watch the show b/c it's an edge of your seat kinda show (Response 12)

I saw the opening scene from "Welcome to the Hellmouth", and I thought it was so genius how they added the twist with Darla, that I kept watching. (Response 13)

Story lines that are plausible, but unpredictable (Response 75)

i like the way you never know what will happen next (if you stay spoiler-free!), anything can and probably will happen- it doesn't follow the ordinary, it's not predictable like most tv shows (Response 89)

These responses contradict research on why viewers watch television. Umberto Eco mentions in the text *The Limits of Interpretations* that viewers watch serial television because:

The serial consoles us (the consumers) because it rewards our ability to foresee: we are happy because we discover our own ability to guess what will happen. We are satisfied because we find again what we had expected. We do not attribute this happy result to the obviousness of the narrative structure but to our own personal capacities to make forecasts. We do not think, "The author has constructed the story in a way that I could guess the end," but rather, "I was so smart to guess the end in spite of the efforts the author made to deceive me" (Eco, 1990).

Buffy the Vampire Slayer does not follow the regular narrative structures that many other serial dramas do. From its first episode, the show had twists in it that were intentionally placed to throw off the viewer. In "Welcome to the Hellmouth" the opening scene shows two teenagers, a boy and a girl, breaking into a school. The scene is written to make the viewer believe the boy will hurt the girl. Instead it turns out the small blond girl is a vampire who kills the boy. The audience for *BTVS* has come to expect the unexpected and no matter what they think will happen something else probably will. It is conceivable to think the audience *BTVS* draws is seeking something different from what the normal drama or serial has to offer.

Conclusion

Television is a medium like no other. Many people flock to it and watch for different reasons. Some want to escape reality, some search out comfort in tragedies, and others look for something they can relate to. *Buffy the Vampire Slayer* attracts a particular audience, one that is looking for something different. Its audience wants unpredictability, twists and turns, realistic stories involving monsters and demons and fantasy all in one. *BTVS* is a cult show reaching a small audience, but reaching them wholeheartedly. The fans of *Buffy the Vampire Slayer* are loyal; they followed the show

in its network switch and they have followed it consistently through the show's seven-year run. Through acclaim, criticism and controversy, *BTVS* has prevailed.

Appendix 1

Synopses of Mentioned Episodes

Written by Heather Porter

Welcome to the Hellmouth

Buffy Summers arrives at a new school after being kicked out of her school in LA for burning down a gym full of vampires. Buffy is looking forward to a quite first day of school, but instead her new watcher, Giles, confronts her about her responsibility to her destiny and a dead body in the girls' locker room. Then just as she is beginning to make friends one of them is captured by the vampire king known as the Master. Buffy is forced to accept her destiny because Sunnydale is located on the mouth of Hell and she is all that stands between the world and hell on earth.

Witch

At cheerleading tryouts a cheerleader bursts into flame and Buffy must find out why. She soon discovers that Amy, a girl too determined to get on the squad is casting spells to get her spot on the squad. When Giles and Buffy confront Amy's mother after Amy places a deadly spell on Buffy they discover that Amy is really her mother. Amy's mother switched their bodies with magic because she believed that Amy was wasting her youth. To defeat Amy's mother Giles casts a spell to switch the women back and once in her body Amy's mother attempts to send Amy to hell and Buffy stops her and her spell is cast back on her.

Angel

When Buffy falls for Angel, the mysterious guy who is always seems to help out when there is trouble; every one is pleased, but Xander. When it turns out that Angel is a vampire, Buffy must decide what to do. She is the slayer and her job is to destroy vampires, but for some reason Angel is good. As it turns out Angel was once the most merciless vampire, killing and torturing his victims. Then he killed a gypsy girl and her tribe cursed him with a soul. When his soul was restored Angel felt the guilt and remorse of all he had done and now is trying to repent for his past sins. Buffy discovers this when she goes to kill Angel, but is stopped when he saves her from his ex-vampire lover Darla.

Ted

Buffy is distressed when she finds out about her mom's new boyfriend Ted. Everyone likes him, but Buffy thinks there is something wrong and no one will believe her. Then Ted confronts Buffy sneaking back into her house after a night of slaying. He threatens to tell her mom and she slaps her. A fight breaks out and Buffy pushes Ted down the stairs killing him. When he comes back from the gang investigates. They find out Ted is a robot serial killer and was planning to kill Joyce.

Surprise

It's Buffy's birthday and her friends have a party planned for her. Buffy's romance with Angel has slowly been growing and she tells him that she loves him. For her birthday he gives her a claddah ring. Drusilla has her own party planned. Drusilla is assembling the Judge, a demon capable of burning the humanity out of anything it touches. Buffy and Angel attempt to stop Drusilla from assembling the Judge, but they arrive too late and are almost burned themselves. After the narrow escape Buffy and Angel go back to his apartment. There they make love for the first time.

Innocence

After making love to Angel Buffy awakes alone in his bed. She searches for him but he is nowhere to be found. When she finally meets up with him the next night he is cruel to her. She discovers that their lovemaking has turned Angel back into the evil Angelus and he has joined Spike and Drusilla. Jenny Calendar knew about all of this because it turns out she is a member of the original tribe of gypsies that cursed Angel. Buffy hates Jenny for not telling her what could happen, and blames herself for their current situation. Nonetheless Buffy defeats the Judge, but in her confrontation with Angel cannot bring herself to kill him yet.

Becoming (Part One)

The tomb of the demon Acatha is discovered in Sunnydale and Angel has plans to wake the demon. If he succeeds the universe will be sucked into hell. Buffy is researching to stop this when Kendra arrives sent by her watcher because of the great threat that Angelus poses. Willow and Buffy discover Jenny Calendar's spell to restore Angel's soul and Willow prepares to do the ritual. After Angel becomes Buffy to the graveyard Willow attempts the spell under the watch of Kendra and the rest of the gang, but Angel's confrontation was a set up. Drusilla arrives at the library to kidnap Giles and injures Willow and kills Kendra in the process. When Buffy arrives back at the library she is confronted by police for the death of Kendra.

Becoming (Part Two)

Buffy barely escapes the police and heads to the hospital to make sure everyone is ok. She discovers Giles is missing. On her way home is confronted by Spike who wants to team up and take out Angel so he can have Drusilla back and help her free Giles. When Buffy goes home for weapons she has a confrontation with her mother after staking a vampire in front of her. Joyce finds out her daughter is the slayer and refuses to believe it. When Buffy goes to leave to save the world Joyce tells her if she leaves she can never come back. When she goes to the library for the sacred sword, Principal Snyder expels her from school. Xander meets Buffy at the mansion, but doesn't tell her that Willow is attempting the spell again. Having lost everything Buffy faces Angel and just as she is about to kill him and close the hell dimension, Willow restores his soul. With no other choice Buffy kisses the restored Angel and kills him. With no home and no Angel Buffy packs up and leaves Sunnydale.

Consequences

In the previous episode Faith accidentally killed a human and Buffy now is trying to deal with the incidental death. Even though Buffy didn't do it she can't get over it. When Buffy goes to tell Giles what happened Faith is already there having given Giles her side, the one where Buffy is the murder. After Faith leaves Giles informs Buffy he knows Faith is lying and now they have to help her. When they try the council busts in a ruins it and Faith escapes, she has turned dark. To compete her transformation to the evil Faith kills the vampire Trick and takes his place on the side of the mayor.

Earshot

Buffy fights a demon and gets a bit of its blood on her hand. She soon develops the ability to hear what everyone around her is thinking. Although fun a first it starts to drive her mad. Then she hears someone say that they plan to kill everyone at school. The gang attempts to track this person down while Angel and Giles devise a cure for Buffy. Once cured Buffy stops Jonathan in the clock tower with a gun, but finds out he was there to commit suicide. It turns out the lunch lady was the one with the murderous plot, but Xander and Buffy are able to stop her in time.

Choices

Buffy and the gang are tired of waiting around for the mayor to attack them and they decide to take the offensive. They learn that the mayor has received a box important to his graduation day ritual and they intend to take it. In the attack they get the box, but Willow is captured. Buffy and the group, against Wesley, trade the box back to the mayor in exchange for Willow.

Graduation Day (Part One)

The ascension is almost near and the gang still has very little information, until Xander slips and mentions it to Anya, the former demon. She tells the gang that they have little chance of survival. While Buffy investigates the death of a local scientist she runs into Angel. The two are arguing in the street when Faith shoots an arrow at Angel. Angel has been poisoned. When Buffy sends Wesley for to the council for help they refuse, and Buffy quits the council. Her friends discover the poison will kill Angel and its only cure is the blood of the slayer. So Buffy goes out to get it for him. She fights Faith almost to the death. She stabs her in stomach by Faith jumps off the balcony onto a passing truck making the fight worthless.

Graduation Day (Part Two)

Buffy goes back to Angel's bedside. She cannot watch him die so she offers herself. Angel drinks and almost kills her. When he takes her to the hospital, Faith is in a coma in the next room. When Buffy recovers they use the information they have to devise a plan against the mayor and rally the students. At the graduation ceremony, when the mayor changes into a 60-foot demon snake the students fights and Buffy eventually kills him by blowing up the school. After the battle Angel quietly leaves.

The Harsh Light of Day

Everyone is having a romance as college starts. Willow is happily with Oz, Buffy has met a new guy Parker and Anya has returned because she cannot get over Xander. Spike is also in town with a new vampire, Harmony. Spike is searching out the Ring of Amara, which is said to make a vampire invincible. In the end no one is happy. Spike discovers the ring just in time for Buffy to take it from him. Buffy slept with Parker, who turns out to be a womanizer and used her. Xander slept with Anya and she doesn't feel any better and Spike left Harmony after he lost the ring.

Hush

Buffy and her friends awake with no voices. Giles discovers that a demon group called the Gentlemen has stolen their voices and is holding them in a box somewhere while they collect the hearts of seven humans. The voices were taken because the only thing that can hurt the Gentlemen is a live human voice. Buffy tracks down the Gentlemen and with the help of her new boyfriend Riley, she smashes the box that contains the voices. With her voice back Buffy screams and the Gentlemen die.

The Body

Buffy discovers her mother on the couch not breathing and unresponsive. She calls 911, but it is too late, her mother is dead. Now Buffy must deal with her mother's death and having to tell her sister, make arrangements and talk to the doctors. Buffy must also deal with the fact that her mother's death was of natural causes and there was nothing she could have done.

The Gift

Glory has captured Dawn and plans to use her to open up the demon dimension that will bring about the end of the world. The only thing that can stop this once the portal is opening is Dawn's blood. Buffy and the gang fight Glory and do everything they can to keep her from opening the portal. But their efforts were not enough. One of Glory's minions begins the ritual before anyone can stop him and when Buffy finally reaches Dawn at the top of the tower the destruction has begun. Buffy knows what she must do the profits told her that death is her gift and since Dawn is her sister they share the same blood. Buffy cannot watch Dawn die so she says goodbye to her and sacrifices herself to save the world. The last thing that is seen is Buffy's gravestone: Buffy Annie Summers, beloved Friend, devoted sister; she saved the world a lot.

Once More With Feeling

Through the darkest magic Willow has brought Buffy back from the dead, what she didn't know was Buffy had been in heaven and ever since she was brought back Buffy has been miserable, but will not tell her friends why. Buffy is not the only one keeping secrets. When a demon is summoned that makes people sing their problems and secrets everything is revealed. As the gang sings and dances their issues out Tara discovers Willow has been using magic to control what people remember and Anya and Xander are having doubting their up coming wedding. Then the demon captures Dawn and Buffy goes to help her. The demon makes her sing to the gang and she tells them that she was in heaven. Now that everyone's secrets are in the open the demon leaves and the group is left to figure out "Where do we go from here."

Seeing Red

Willow and Tara celebrate getting back together. The Trio, Warren, Jonathan and Andrew, spend an evening reeking havoc with the power of two orbs that grant user superhuman strength. Buffy goes after the trio when he discovers they plan to rob a bank truck. She spoils The Trio's plans by smashing the orbs. Warren gets a way before the police arrive, but Jonathan and Andrew are arrested. The next day Tara and Willow enjoy the morning together in their bedroom, while Xander and Buffy have a serious talk in the backyard. Warren arrives with a gun and shoots Buffy, then shoots a shot in the air. The stray bullet hits Tara through the window killing her instantly as she falls into Willow's arms.

Villains

Willow holds the body of Tara in her arms as she invokes the spirits she used to bring Buffy back from the dead. When her request is denied, she decides to use her powers to take revenge on Tara's killers starting with Warren. Willow first charges up her power with black magic from the Magic Box that turns her hair and eyes black. She then saves Buffy from the brink of death once more by removing the bullet in her magically. Once Willow finds Warren she tortures him and then skins him alive before the gang can stop her. When the gang arrives Willow disappears with the parting words, "one down."

Two to Go & Grave

With Warren Dead Willow is set on destroying the remaining two members of the trio, Jonathan and Andrew. After seeing what Willow has done, Buffy is determined to save them to save Willow from herself. In her search for vengeance Willow fights Buffy protecting her intended victims. As Willow almost defeats Buffy Giles arrives and subdues Willow temporarily. When Willow attacks Giles and Buffy again, Giles provokes Willow to steal power he borrowed from a coven that has been using against her. Once she takes this power she begins to feel all the pain of humanity and decides that she must end the world to stop the pain. Willow goes to a buried temple to raise a goddesses to end the world. Xander follows her there and finally breakthrough to her by simply telling her over how much he loves her. Back to being herself, a devastated Willow weeps on Xander's shoulder. On the other side of the world Spike wins a trial and as the prize is his soul is restored.

Dirty Girls

After breaking out of prison to save Angel, Faith returns to Sunnydale with Willow to help battle The First Evil. Caleb, a preacher that worships The First also arrives in town with a message for Buffy delivered through an injured Potential Slayer. Caleb claims has something that belongs to Buffy. Buffy and Faith reconcile now that Faith has chosen to one again fight the good fight. They plan to make an attack on Caleb to get what ever he has. Giles warns that it could be a trap, but neither girl listens. The potential slayers follow Faith and Buffy into battle and it turns out to be a trap. Many potentials are injured, some die and Xander is blinded in one eye by Caleb.

Chosen

Buffy and Angel are together in the cemetery after Buffy uses the "Slayer Scythe," that she had previously retrieved from to kill Caleb. Angel gives Buffy an amulet for a champion wear in the up coming battle. When he offers to wear it she sends him back to LA to be the second front in case they fail. Buffy gives the amulet to Spike and realizes that they can win as she comes up with a plan. Buffy decides to break the rule saying there can only be one slayer. Willow will cast a spell using the scythe to make everyone who could possibly be a slayer into a slayer. While this happens Buffy, Spike and the potentials go into the Hellmouth and fight the uber vampires. Willow's spell works and the new slayers are activated and join the fight. As the slayers try to drive back the uber vampires the amulet starts to glow and creates a powerful light that destroys both the uber vampires and the Hellmouth. As the Hellmouth crumbles the slayers retreat, Buffy tries to get Spike to come with them, but he says he has to stay to see how it ends. The surviving members of the group get on a bus and rush out of Sunnydale as it is sucked into the Hellmouth. Outside the city limits the bus stops and Buffy, Giles, Willow, Xander, Dawn, Faith and the remaining new slayers look out at the canyon that used to be Sunnydale.

Appendix 2
Buffy the Vampire Slayer Airdates and Ratings*

Show Number	Episode Title	Air Date	Rating
1-1	Welcome to the Hellmouth	3/10/1997	3.4
1-2	The Harvest	3/10/1997	3.4
1-3	Witch	3/17/1997	3.2
1-4	Teacher's Pet	3/25/1997	2.0
1-5	Never Kill a Boy on the First Date	3/31/1997	2.9
1-6	The Pack	4/7/1997	2.4
1-7	Angel	4/14/1997	2.3
1-8	I Robot You Jane	4/28/1997	2.3
1-9	Puppet Show	5/5/1997	1.9
1-10	Nightmares	5/12/1997	2.5
1-11	Out of Mind Out of Sight	5/19/1997	2.4
1-12	Prophecy Girl	6/2/1997	2.3
2-1	When She Was Bad	9/25/1997	2.9
2-2	Some Assembly Required	9/22/1997	3.2
2-3	School Hard	9/29/1997	3.4
2-4	Inca Mummy Girl	10/6/1997	3.2
2-5	Reptile Boy	10/13/1997	3.5
2-6	Halloween	10/27/1997	3.7
2-7	Lie to Me	11/3/1997	3.4
2-8	The Dark Age	11/10/1997	3.7
2-9	What's My Line (Part 1)	11/17/1997	3.5
2-10	What's My Line (Part 2)	11/24/1997	3.5
2-11	Ted	12/8/1997	3.9
2-12	Bad Eggs	1/12/1998	4.1
2-13	Surprise	1/19/1998	4.4
2-14	Innocence	1/20/1998	5.2
2-15	Phases	1/27/1998	4.9
2-16	Bewitched, Bothered and Bewildered	2/10/1998	4.5
2-17	Passion	2/24/1998	4.3
2-18	Killed by Death	3/3/1998	4.1
2-19	I Only Have Eyes for You	4/28/1998	3.6
2-20	Go Fish	5/5/1998	3.6
2-21	Becoming (Part One)	5/12/1998	3.8
2-22	Becoming (Part Two)	5/19/1998	4.2
3-1	Annie	9/29/1998	4.7
3-2	Dead Man's Party	10/6/1998	4.3

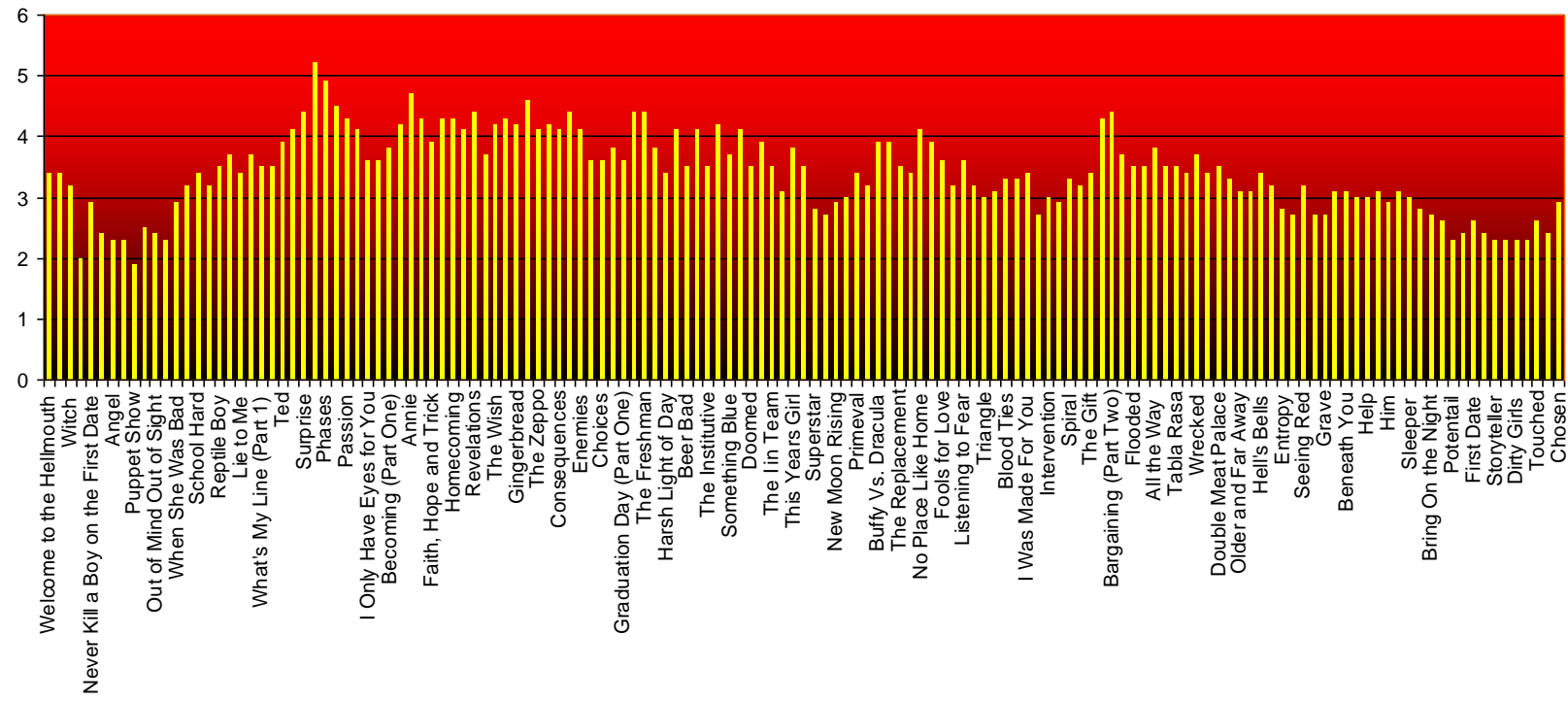
* Ratings and Air dates compiled from www.buffyguide.com & Electronic Media

3-3	Faith, Hope and Trick	10/13/1998	3.9
3-4	Beauty and the Beasts	10/20/1998	4.3
3-5	Homecoming	11/3/1998	4.3
3-6	Band Candy	11/10/1998	4.1
3-7	Revelations	11/17/1998	4.4
3-8	Lover's Walk	11/24/1998	3.7
3-9	The Wish	12/8/1998	4.2
3-10	Amends	12/15/1998	4.3
3-11	Gingerbread	1/12/1999	4.2
3-12	Helpless	1/19/1999	4.6
3-13	The Zeppo	1/26/1999	4.1
3-14	Bad Girls	2/9/1999	4.2
3-15	Consequences	2/16/1999	4.1
3-16	Dopplangang	2/23/1999	4.4
3-17	Enemies	3/16/1999	4.1
3-18	Earshot	9/21/1999	3.6
3-19	Choices	5/4/1999	3.6
3-20	The Prom	5/11/1999	3.8
3-21	Graduation Day (Part One)	5/18/1999	3.6
3-22	Graduation Day (Part Two)	7/13/1999	4.4
4-1	The Freshman	10/5/2002	4.4
4-2	Living Condition	10/12/1999	3.8
4-3	Harsh Light of Day	10/19/1999	3.4
4-4	Fear Itself	10/26/1999	4.1
4-5	Beer Bad	11/2/1999	3.5
4-6	Wild at Heart	11/9/1999	4.1
4-7	The Institutive	11/16/1999	3.5
4-8	Pangs	11/23/1999	4.2
4-9	Something Blue	11/30/2002	3.7
4-10	Hush	12/14/1999	4.1
4-11	Doomed	1/18/2000	3.5
4-12	The New Man	1/25/2000	3.9
4-13	The I in Team	2/8/2000	3.5
4-14	Goodbye Iowa	2/15/2000	3.1
4-15	This Years Girl	2/22/2000	3.8
4-16	Who Are You	2/29/2000	3.5
4-17	Superstar	4/4/2000	2.8
4-18	Where the Wild Thing Are	4/25/2000	2.7
4-19	New Moon Rising	5/2/2000	2.9
4-20	The Yoko Factor	5/9/2000	3.0
4-21	Primeval	5/16/2000	3.4
4-22	Restless	5/23/2000	3.2
5-1	Buffy Vs. Dracula	9/26/2000	3.9
5-2	Real Me	10/3/2000	3.9

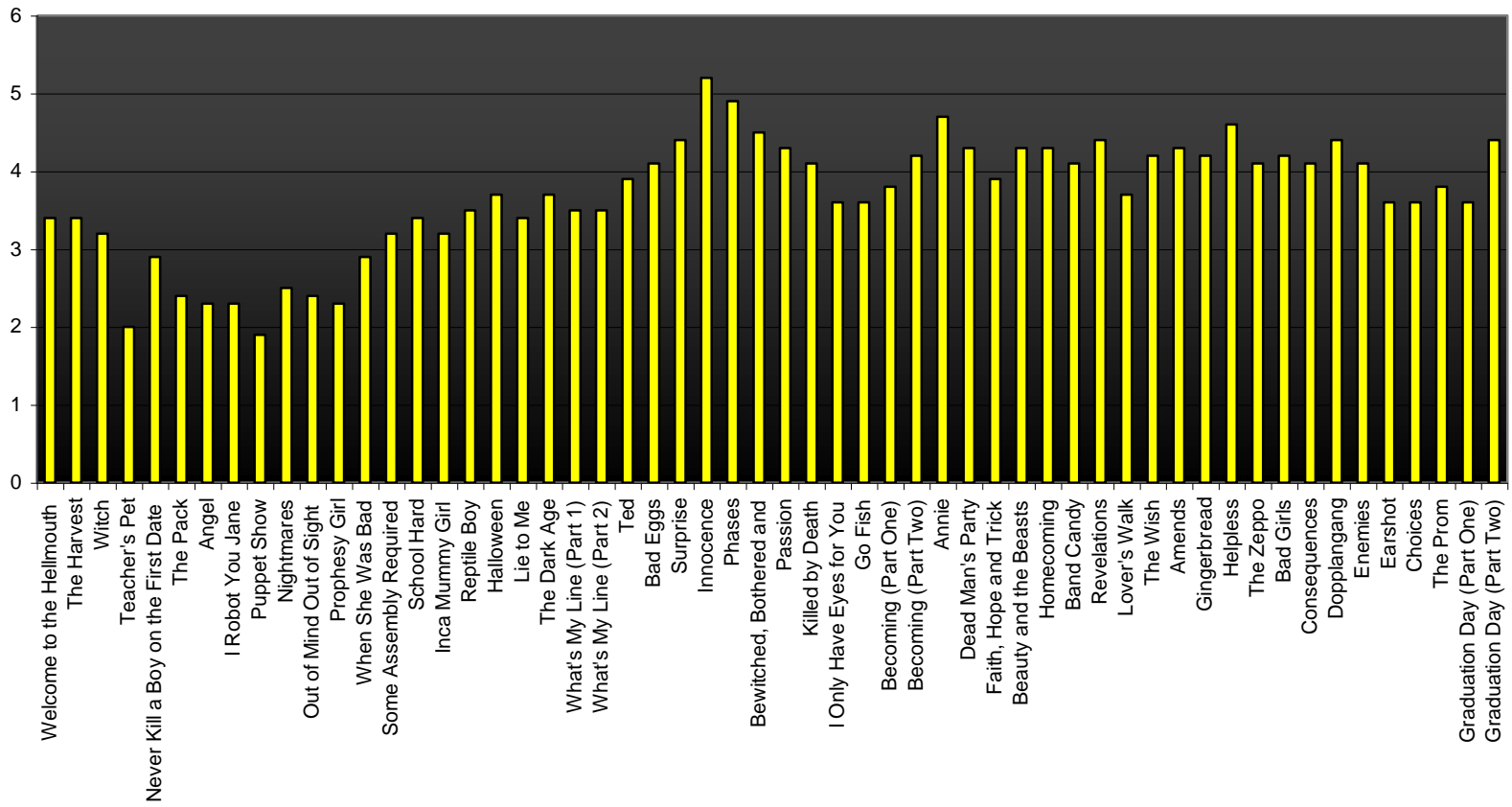
5-3	The Replacement	10/10/2000	3.5
5-4	Out Of My Mind	10/17/2000	3.4
5-5	No Place Like Home	10/24/2000	4.1
5-6	Family	11/7/2000	3.9
5-7	Fools for Love	11/14/2000	3.6
5-8	Shadow	11/21/2000	3.2
5-9	Listening to Fear	11/28/2000	3.6
5-10	Into the Woods	12/19/2000	3.2
5-11	Triangle	1/9/2001	3.0
5-12	Checkpoint	1/23/2001	3.1
5-13	Blood Ties	2/6/2001	3.3
5-14	The Crush	2/13/2001	3.3
5-15	I Was Made For You	2/20/2001	3.4
5-16	The Body	2/27/2001	0.0
5-17	Forever	4/17/2001	2.7
5-18	Intervention	4/24/2001	3.0
5-19	Tough Love	5/1/2001	2.9
5-20	Spiral	5/8/2001	3.3
5-21	The Weight of the World	5/15/2001	3.2
5-22	The Gift	5/22/2001	3.4
6-1	Bargaining (Part One)	10/2/2001	4.3
6-2	Bargaining (Part Two)	10/2/2001	4.4
6-3	After Life	10/9/2001	3.7
6-4	Flooded	10/16/2001	3.5
6-5	Life Serial	10/23/2001	3.5
6-6	All the Way	10/30/2001	3.8
6-7	Once More With Feeling	11/6/2001	3.5
6-8	Tabla Rasa	11/13/2001	3.5
6-9	Smashed	11/20/2001	3.4
6-10	Wrecked	11/27/2001	3.7
6-11	Gone	1/8/2002	3.4
6-12	Double Meat Palace	1/29/2002	3.5
6-13	Dead Things	2/5/2002	3.3
6-14	Older and Far Away	2/12/2002	3.1
6-15	As You Were	2/26/2002	3.1
6-16	Hell's Bells	3/5/2002	3.4
6-17	Normal Again	3/12/2002	3.2
6-18	Entropy	4/30/2002	2.8
6-19	Villians	5/7/2002	2.7
6-20	Seeing Red	5/14/2002	3.2
6-21	Two to Go	5/21/2002	2.7
6-22	Grave	5/21/2002	2.7
7-1	Lessons	9/24/2002	3.1
7-2	Beneath You	10/1/2002	3.1

7-3	Same Time Same Place	10/8/2002	3.0
7-4	Help	10/15/2002	3.0
7-5	Selfless	10/22/2003	3.1
7-6	Him	11/5/2002	2.9
7-7	Conversations With Dead People	11/12/2002	3.1
7-8	Sleeper	11/19/2002	3.0
7-9	Never Leave Me	11/26/2002	2.8
7-10	Bring On the Night	12/17/2002	2.7
7-11	Showtime	1/7/2003	2.6
7-12	Potential	1/21/2003	2.3
7-13	The Killer In Me	2/4/2003	2.4
7-14	First Date	2/11/2003	2.6
7-15	Get It Done	2/18/2003	2.4
7-16	Storyteller	2/25/2003	2.3
7-17	Lies My Parents Told Me	3/25/2003	2.3
7-18	Dirty Girls	4/15/2003	2.3
7-19	Empty Places	4/29/2003	2.3
7-20	Touched	5/6/2003	2.6
7-21	End of Days	5/13/2003	2.4
7-22	Chosen	5/20/2003	2.9

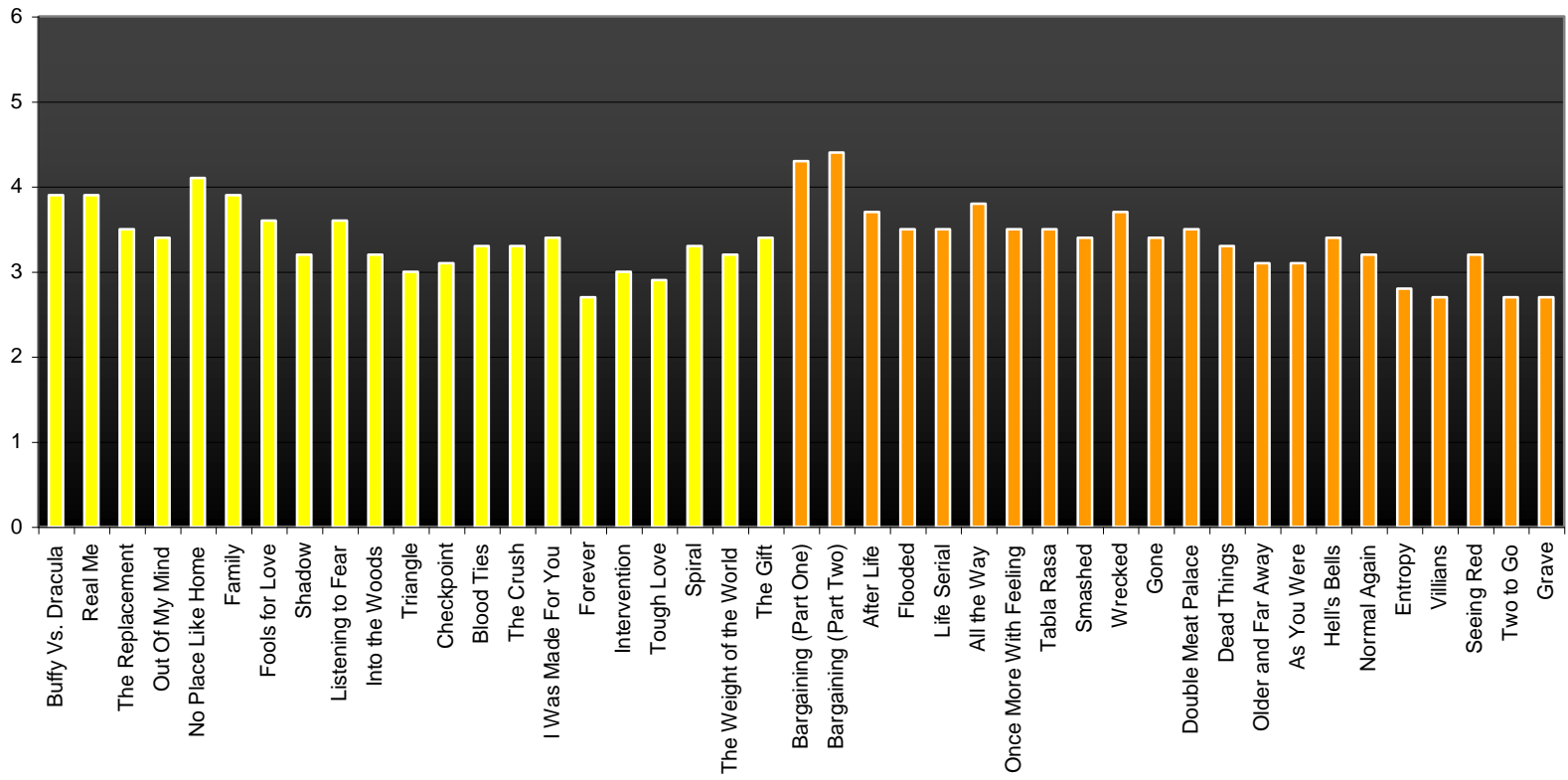
Appendix 3
Buffy the Vampire Slayer Ratings
All Seasons 1-6



Appendix 4
 Buffy the Vampire Slayer Ratings
 Seasons 1-3



Appendix 5
Buffy the Vampire Slayer Ratings
Seasons Five (WB) and Six (UPN)



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