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Nota di bibliografia	Includes bibliographical references (p. [253]-258) and index.
Nota di contenuto	Introduction -- Propaganda tool for racial progress? -- Network news in the civil rights years. The chosen instrument of the revolution? -- Fighting for equal time: segregationists vs. integrationists -- The March on Washington and a peek into racial utopia -- Selma in the "glaring light of television" -- Civil Rights in prime time entertainment. Bringing "urgent issues" to the vast wasteland: East side/West side -- Is this what you mean by color tv?: Julia -- Prime time, Good times -- Epilogue: the return of civil rights television: the Obama victory.
Sommario/riassunto	This work explores the crucial role of network television in reconfiguring new attitudes in race relations during the civil rights movement. The book provides an analysis which makes us think about the relationship between the media and the civil rights movement.