

1. Record Nr.	UNINA9910453275703321
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Titolo	Videoland : movie culture at the American video store // Daniel Herbert
Pubbl/distr/stampa	Berkeley, California : , : University of California Press, , 2014 ©2014
ISBN	0-520-27963-8 0-520-95802-0
Descrizione fisica	1 online resource (333 p.)
Disciplina	302.23/430973
Soggetti	Video rental services - Social aspects - United States Video recordings industry - Social aspects - United States Motion pictures - Social aspects - United States Stores, Retail - Social aspects - United States Electronic books. United States Civilization 1970-
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Front matter -- Contents -- Illustrations -- Acknowledgments -- Introduction: Video Rental and the "Shopping" of Media -- 1. A Long Tale -- 2. Practical Classifications -- 3. Video Capitals -- 4. Video Rental in Small-Town America -- 5. Distributing Value -- 6. Mediating Choice: Criticism, Advice, Metadata -- Coda: The Value of the Tangible -- Notes -- Selected Bibliography -- Index
Sommario/riassunto	Videoland offers a comprehensive view of the "tangible phase" of consumer video, when Americans largely accessed movies as material commodities at video rental stores. Video stores served as a vital locus of movie culture from the early 1980's until the early 2000's, changing the way Americans socialized around movies and collectively made movies meaningful. When films became tangible as magnetic tapes and plastic discs, movie culture flowed out from the theater and the living room, entered the public retail space, and became conflated with shopping and salesmanship. In this process, video stores served as a crucial embodiment of movie culture's historical move toward increased

flexibility, adaptability, and customization. In addition to charting the historical rise and fall of the rental industry, Herbert explores the architectural design of video stores, the social dynamics of retail encounters, the video distribution industry, the proliferation of video recommendation guides, and the often surprising persistence of the video store as an adaptable social space of consumer culture. Drawing on ethnographic fieldwork, cultural geography, and archival research, *Videoland* provides a wide-ranging exploration of the pivotal role video stores played in the history of motion pictures, and is a must-read for students and scholars of media history.
