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Titolo	Noise wars [[electronic resource]] : compulsory media and our loss of autonomy / / Robert Freedman
Pubbl/distr/stampa	New York, : Algora Pub., c2009
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Descrizione fisica	1 online resource (218 p.)
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Soggetti	Mass media - Social aspects Mass media - Technological innovations Advertising - Social aspects Advertising - Psychological aspects Electronic books.
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Silence at 99 cents a pop -- The new world of captivity -- TV in public spaces -- Outdoor rooms : when memory goes missing -- Boom cars : as funny as a heart attack -- You hear me, therefore I am -- Creating a new world of stress -- What it all boils down to : users vs. stewards.
Sommario/riassunto	Let me place on your radar screen an issue that for most people goes by unnoticed. Every day it is there for all of us to see and hear ? if we can just notice it for that first time. This is the rising use of media, the use of media in abusive, penetrating ways. Our freedom to choose whether or not we consume that media is taken away from us. /With their business model coming under pressure from shrinking audiences, media companies seek to regain their footing by forcing people to consume TV and other digital content outside the home by turning public and private settings into captive-