1. Record Nr. UNINA9910456425403321 Autore Newman Kathy M Titolo Radio Active [[electronic resource]]: Advertising and Consumer Activism, 1935-1947 Berkeley, : University of California Press, 2004 Pubbl/distr/stampa **ISBN** 0-520-93675-2 1-4175-2277-1 Descrizione fisica 1 online resource (253 p.) Disciplina 659.14/2/097309043 Soggetti Boycotts - United States - History Consumer behavior - United States - History Radio advertising-- United States-- History Advertising Commerce **Business & Economics** Electronic books. Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di contenuto Tables; Acknowledgments; introduction: The Dialectic between Advertising and Activism; part one: Cultural Critics in the Age of Radio; part two: Consumers on the March: CIO Boycotts, Active Listeners, and Consumer Time; Notes; Bibliography; Index Radio Active tells the story of how radio listeners at the American mid-Sommario/riassunto century were active in their listening practices. While cultural historians

have seen this period as one of failed reform--focusing on the failure of activists to win significant changes for commercial radio--Kathy M.