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Newman Kathy M
Radio Active [[electronic resource] ] : Advertising and Consumer Activism, 1935-1947
Berkeley, : University of California Press, 2004
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1 online resource (253 p.)
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Boycotts - United States - History
Consumer behavior - United States - History
Radio advertising United States History
Advertising
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Description based upon print version of record.
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- century were active in their listening practices. While cultural historians have seen this period as one of failed reformfocusing on the failure of activists to win significant changes for commercial radioKathy M.

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