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Disciplina	302.2345094709045
Soggetti	Television broadcasting - Social aspects - Soviet Union - History - 20th century Television viewers - Soviet Union Television viewers - Attitudes Television and politics - Soviet Union - History - 20th century History Soviet Union Politics and government 1953-1985
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Nota di contenuto	Frontmatter -- Contents -- Preface -- Acknowledgments -- Introduction: Stagnation and Experimentation in the Russian Era of Television -- CHAPTER ONE. Not a Mirror but a Magnifying Glass: Soviet Television Enthusiasm -- CHAPTER TWO. Programmnaia Politika: Audience Research and the Creation of the Channel 1 Schedule -- CHAPTER THREE. From Café to Contest: New Year's Variety Shows and the Soviet Festive System -- CHAPTER FOUR. Time and the Problem of Boredom -- CHAPTER FIVE. "Spiritual Coauthorship": Seventeen Moments of Spring and the Soviet TV Miniseries -- CHAPTER SIX. "KVN Is an Honest Game": Game Shows and the Problem of Authority -- CHAPTER SEVEN. A Dress Rehearsal for Life: Artloto and What? Where? When? -- EPILOGUE. The Origins of Central Television's Perestroika -- Notes -- Bibliography -- Index
Sommario/riassunto	The first full-length, archive-based history of Soviet Central Television's production and programming in the decades before

perestroika In the first full-length study of Soviet Central Television to draw extensively on archival sources, interviews, and television recordings, Evans challenges the idea that Soviet mass culture in the Brezhnev era was dull and formulaic. Tracing the emergence of play, conflict, and competition on Soviet news programs, serial films, and variety and game shows, Evans shows that Soviet Central Television's most popular shows were experimental and creative, laying the groundwork for Mikhail Gorbachev's reforms and the post-Soviet media system.

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