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Sommario/riassunto	We all talk about the ""tube"" or ""box,"" as if television were simply another appliance like the refrigerator or toaster oven. But Cecilia Tichi argues that TV is actually an environment--a pervasive screen-world that saturates almost every aspect of modern life. In Electronic Hearth, she looks at how that environment evolved, and how it, in turn, has shaped the American experience. Tichi explores almost fifty years of

writing about television--in novels, cartoons, journalism, advertising,
and critical books and articles--to define the role of television in the
American consciousness. She ex
