

1. Record Nr.	UNINA9910777699103321
Autore	Wurtzler Steve J
Titolo	Electric sounds : technological change and the rise of corporate mass media / / Steve J. Wurtzler
Pubbl/distr/stampa	New York, : Columbia University Press, c2007 New York, N.Y. : , : Columbia University Press, , 2007
ISBN	0-231-51008-X
Descrizione fisica	1 online resource (xi, 393 pages) : illustrations
Collana	Film and culture series
Disciplina	303.48/330973
Soggetti	Mass media - Technological innovations - United States - History - 20th century Mass media - Ownership - United States - History - 20th century Sound - Recording and reproducing - History - 20th century Mass media and history - United States Radio - History Phonograph - History Motion pictures - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. [291]-366) and index.
Nota di contenuto	Front matter -- Contents -- Acknowledgments -- Introduction -- 1. Technological Innovation and the Consolidation of Corporate Power -- 2. Announcing Technological Change -- 3. From Performing the Recorded to Dissimulating the Machine -- 4. Making Sound Media Meaningful Commerce, Culture, Politics -- 5. Transcription Versus Signification Competing: Paradigms for Representing with Sound -- Conclusions/Reverberations -- Notes -- Index -- Back matter
Sommario/riassunto	Electric Sounds brings to vivid life an era when innovations in the production, recording, and transmission of sound revolutionized a number of different media, especially the radio, the phonograph, and the cinema. The 1920's and 1930's marked some of the most important developments in the history of the American mass media: the film industry's conversion to synchronous sound, the rise of radio networks and advertising-supported broadcasting, the establishment of a federal regulatory framework on which U.S. communications policy

continues to be based, the development of several powerful media conglomerates, and the birth of a new acoustic commodity in which a single story, song, or other product was made available to consumers in multiple media forms and formats. But what role would this new media play in society? Celebrants saw an opportunity for educational and cultural uplift; critics feared the degradation of the standards of public taste. Some believed acoustic media would fulfill the promise of participatory democracy by better informing the public, while others saw an opportunity for manipulation. The innovations of this period prompted not only a restructuring and consolidation of corporate mass media interests and a shift in the conventions and patterns of media consumption but also a renegotiation of the social functions assigned to mass media forms. Steve J. Wurtzler's impeccably researched history adds a new dimension to the study of sound media, proving that the ultimate form technology takes is never predetermined. Rather, it is shaped by conflicting visions of technological possibility in economic, cultural, and political realms. *Electric Sounds* also illustrates the process through which technologies become media and the ways in which media are integrated into American life.
