

1. Record Nr.	UNINA9910781879703321
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Titolo	Demographic vistas [[electronic resource]] : television in American culture / / David Marc ; [with a foreword by Horace Newcomb]
Pubbl/distr/stampa	Philadelphia, : University of Pennsylvania Press, c1996
ISBN	1-283-21184-X 9786613211842 0-8122-0271-6
Edizione	[Rev. ed.]
Descrizione fisica	1 online resource (272 p.)
Altri autori (Persone)	NewcombHorace
Disciplina	302.2/345/0973
Soggetti	Television broadcasting - United States - History Television programs - United States Popular culture - United States
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. 205-213) and indexes. Filmography: p. 239-240.
Nota di contenuto	Frontmatter -- Contents -- Preface -- Foreword to the Revised Edition -- 1. Beginning to Begin Again -- 2. The Situation Comedy of Paul Henning: Modernity and the American Folk Myth in The Beverly Hillbillies -- 3. The Comedy of Public Safety -- 4. Gleason's Push -- 5. Self-Reflexive at Last -- 6. What Was Broadcasting? -- Notes -- Bibliography -- Glossary -- Main Index -- Index of Television Series -- Index of Films Made for Theatrical Release
Sommario/riassunto	In <i>Demographic Vistas</i> , David Marc shows how we can take television seriously within the humanist tradition while enjoying it on its own terms. To deal with the barrage of messages from television's chaotic history, Marc adapts tools of theatrical and literary criticism to focus on key personalities and genres in ways that reward serious students and casual viewers alike. This updated edition includes a new foreword by Horace Newcomb and a new introduction by the author that discusses the ways in which the nature of television criticism has changed since the book's original publication in 1984. A new final chapter explores the paradox of the diminishing importance of over-the-air broadcasting during the period of television's greatest expansion,

which has been brought about by complex technologies such as cable, videocassette recorders, and online services.