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Subjects and Stories: The Content of News; Subjects and Stories: The Weight of Time; The Linkage of Subject and Country; Subjects and Format: Talking Heads and Pictures; Format and Elapsed Time: How Much Time for Talking Heads?

Chapter Four: Dimensions of News and Their Setting The Responsibility of Countries and Explaining the World; Tinting the News: The Use of Loaded Words; Emotion and Responsibility: The Total Share; Changes in Soviet Leadership Periods; Newsmakers: Who Is Covered on the News?; The Technical Side of the News; The Week on Television: The Context of the Soviet News Weekday Programming; America on Weekday Airtime; Weekend Programming; America on Weekend Airtime; A Selection of Non-News Programs; Let's Go Girls; The Man from Fifth Avenue; From Chicago to Philadelphia; Space Bridge: Moscow-Kabul The World and Youth/Twelfth Floor Chapter Five: Television and the Formation of Public Opinion; Understanding Public Opinion: Television and Model-Fitting; The Hypodermic Effects Model; Mass Publics and the Two-Step Flow Model; Tracking the Television Audience: The Public as Individuals; Gauging Media Effects; Chapter Six: The Impact of Television; Viewing Patterns; The Mixed Impact of Television; Assimilating Messages; Living with Contradictions; Notes; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; R; S; T; U; V; W; Y; Z

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### Sommario/riassunto

Television has changed drastically in the Soviet Union over the last three decades. In 1960, only five percent of the population had access to TV, but now the viewing population has reached near total saturation. Today's main source of information in the USSR, television has become Mikhail Gorbachev's most powerful instrument for paving the way for major reform. Containing a wealth of interviews with major Soviet and American media figures and fascinating descriptions of Soviet TV shows, Ellen Mickiewicz's wide-ranging, vividly written volume compares over one hundred hours of Soviet and A

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