

1. Record Nr.	UNINA9910811020203321
Autore	Tichi Cecelia <1942->
Titolo	Electronic hearth : creating an American television culture // Cecelia Tichi
Pubbl/distr/stampa	New York ; ; Oxford, [England] : , : Oxford University Press, , 1992 ©1991
ISBN	0-19-772390-X 1-280-52649-1 0-19-802301-4 0-19-535998-4 1-4294-0766-2
Descrizione fisica	1 online resource (262 p.)
Disciplina	302.23/45
Soggetti	Television and families - United States Television and children - United States Television broadcasting - Social aspects - United States Television - Psychological aspects
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 and index.
Nota di contenuto	Contents; Television Environment-A Preface; 1. Introduction-Phasing In; 2. Electronic Hearth; 3. Peep Show, Private Sector; 4. Leisure, Labor, and the La-Z-Boy; 5. Drugs, Backtalk, and Teleconsciousness; 6. Certification-As Seen on TV; 7. Videoportraits and Authority; 8. Two Cultures and the Battle by the Books; 9. The Child-A Television Allegory; 10. Comics, Movies, Music, Stories, Art, TV-on-TV, Etc.; References; Index; A; B; C; D; E; F; G; H; I; J; K; L; M; N; O; P; R; S; T; U; V; W
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

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