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Altri autori (Persone)	WinnJ. Emmett <1959-> (John Emmett) BrinsonSusan L. <1958->
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Nota di contenuto	6. Femmes Boff Program Toppers: Women Break into Prime Time, 1943-19487. Space and the Speed of Sound: Mobile Media, 1950's Broadcasting, and Suburbia; 8. Cop Rock Reconsidered: Formula, Fragments, Failure, and Foreshadowing in Genre Evolution; 9. Sex, Society, and Double Standards in Cheers; Appendix 1: Monitor's Broadcast Schedule; Appendix 2: Cop Rock Episodes; Appendix 3: Eleventh-Season Cheers Episodes; Selected Bibliography; Contributors; Index
Sommario/riassunto	Original essays exploring important developments in radio and television broadcasting. The essays included in this collection represent some of the best cultural and historical research on broadcasting in the U. S. today. Each one concentrates on a particular event in broadcast history-beginning with Marconi's introduction of wireless technology in 1899. Michael Brown examines newspaper reporting in America of Marconi's belief in Martians, stories that effectively rendered Marconi inconsequential to the further development of radio. The widespread