

1. Record Nr.	UNINA9910817048803321
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Titolo	Viewers like you : how public TV failed the people // Laurie Ouellette
Pubbl/distr/stampa	New York, NY : , : Columbia University Press, , [2002] ©2002
ISBN	978023150599X 0-231-52931-7 0-231-50599-X
Descrizione fisica	1 online resource (299 pages)
Disciplina	384.55/4/0973
Soggetti	Elite (Social sciences) - United States - History Ideology - United States - History Public television Public television - United States - History United States Radio & TV Broadcasting Journalism & Communications
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	Frontmatter -- Contents -- Acknowledgments -- Introduction: The Cultural Contradictions of Public Television -- I. Oasis of the Vast Wasteland -- II. The Quest to Cultivate -- III. TV Viewing as Good Citizenship -- IV. Something for Everyone -- V. Radicalizing Middle America -- Epilogue: Public Television, Popularity, and Cultural Justice -- Notes -- Index
Sommario/riassunto	How "public" is public television if only a small percentage of the American people tune in on a regular basis? When public television addresses "viewers like you," just who are you? Despite the current of frustration with commercial television that runs through American life, most TV viewers bypass the redemptive "oasis of the wasteland" represented by PBS and turn to the sitcoms, soap operas, music videos, game shows, weekly dramas, and popular news programs produced by the culture industries. Viewers Like You? traces the history of public

broadcasting in the United States, questions its priorities, and argues that public TV's tendency to reject popular culture has undermined its capacity to serve the people it claims to represent. Drawing from archival research and cultural theory, the book shows that public television's perception of what the public needs is constrained by unquestioned cultural assumptions rooted in the politics of class, gender, and race.
