

1. Record Nr.	UNINA9910819034003321
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Titolo	Brought to you by : postwar television advertising and the American dream // Lawrence R. Samuel
Pubbl/distr/stampa	Austin, : University of Texas Press, 2001
ISBN	0-292-79858-X
Edizione	[1st ed.]
Descrizione fisica	1 online resource (289 p.)
Disciplina	659.14/3/0973
Soggetti	Broadcast advertising - United States - History Television advertising - United States - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Bibliographic Level Mode of Issuance: Monograph
Nota di bibliografia	Includes bibliographical references (p. 229-251) and index.
Nota di contenuto	Frontmatter -- Contents -- Acknowledgments -- Introduction -- Part One: Sweet Home -- Chapter One The Precocious Prodigy, 1946-1952 -- Chapter Two Shower of Stars, 1953-1955 -- Part TWO Keeping Up with the Joneses -- Chapter Three The Spark Plug of Prosperity, 1956-1958 -- Chapter Four A Mist Settling on Our Pond, 1959-1960 -- Part Three The New Society -- Chapter Five Think Young, 1961-1962 -- Chapter Six The Psychic AirWe Breathe, 1963-1964 -- Conclusion -- Notes -- Index
Sommario/riassunto	This book is a history of how television advertising rose to become a defining force in American culture in the two decades after World War II.