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Titolo	The small screen [[electronic resource]] : how television equips us to live in the information age // Brian L. Ott
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Nota di contenuto	The Small Screen : How Television Equips Us to Live in the Information Age; Contents; Preface; 1 Television and Social Change; The Times They Are a-Changin'; Television as Public Discourse; 2 Life in the Information Age; The Information Explosion; Society through the Lens of Technocapitalism; Social Anxieties in the Information Age; 3 Hyperconscious Television; Embracing 'the Future': The Attitude of Yes; The Simpsons as Exemplar; Symbolic Equipments in Hyperconscious TV; 4 Nostalgia Television; Celebrating 'the Past': The Attitude of No; Dr. Quinn, Medicine Woman as Exemplar; Symbolic Equipments in Nostalgia TV5 Television and the Future; (Re) Viewing the Small Screen; Life and Television in the Twenty-First Century; The Next Great Paradigm Shift?; References; Index
Sommario/riassunto	Television is one of the most important socializing forces in contemporary culture. This book is a cultural history of prime-time television in America during the 1990s. Examines changes that took place in programming, such as the rapid adoption of cable, the proliferation of content providers, the development of niche marketing, the introduction of high-definition television, the blurring of traditional genres, and the creation of new formats like reality-based

programming Argues that television programmes of the 1990s afforded viewers a symbolic resource for negotiati
