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Nota di contenuto	Cover -- Contents -- 1. FOREBEARS -- Black Box No. I -- Voices in the Ether -- We Need a Monopoly -- 2. TODDLER -- Merchandising Concept -- Raggle-taggle Mob -- Come into Our Phone Booth -- The Birth of NBC -- But Not the Ownership Thereof -- Flickering Snapshot -- A Bill of Divorcement -- Fifty-third Floor -- Of Attics and Back Rooms -- Target Date -- 3. PLASTIC YEARS -- Mosaic -- Or Affiliated Sympathetically -- Freeze -- Panic City -- It Will Be a Great Show -- Handy Reference -- Crusade in the Supermarkets -- Crime Automated -- Ike and Ikon -- Sixth Report and Order -- High Level -- Maelstrom -- 4. PRIME -- Television Theater -- Hopscotching -- The Murrow Moment -- Biggest Money -- Executive Suites -- Go Western -- Boomland -- Telefilm -- Dynamic Duo -- Bonanza Globe -- The New Diplomacy -- A Terrible Thing To Do -- Summitry on the Move -- Untouchables -- Vérité -- Barefaced -- Top Priorities -- The Camelot Moment -- Deception, Inc. -- Vast Wasteland -- Into Orbit -- Ultimatum via TV -- Venture Video -- November Drums -- 5. ELDER -- The Adversary Culture -- Daisy Girl -- Paranoid Pictures -- Newsroom Uprising -- Guard That Image -- Fringes -- The Fortress -- High Noon -- Cosmic Nielsen -- Conglomerate -- Relevance -- Game Plans -- Fiestas -- Demographics -- Squeaky Clean -- Voice from the West -- 6. PROGENY -- People Meters -- The Rise of the Laser -- Mergermania -- Product -- Twilight News -- Crossroads -- Questions for a New Millennium -- Chronology -- Bibliographical Notes -- Index -- A -- B -- C -- D -- E -- F -- G -- H -- I -- J -- K -- L -- M -- N -- O -- P --

Q -- R -- S -- T -- U -- V -- W -- Y -- Z.

Sommario/riassunto

This new edition of Barnouw's classic Tube of Plenty explores the development and impact of the latest phases of the communications revolution. Since the publication of this invaluable history of television and how it has shaped, and been shaped by, American culture and society, many significant changes have occurred. Assessing the importance of these developments in a new chapter, Barnouw covers the decline of the three major networks, the expansion of cable and satellite television and film channels such as HBO, the success of channels catering to special audiences such as ESPN and MTV, and the arrival of VCRs in America's living rooms.
