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Autore	Bishop Ronald <1961->
Titolo	More : the vanishing of scale in an over-the-top nation // Ronald Bishop
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Soggetti	Culture Mass media and culture
Lingua di pubblicazione	Inglese
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Go forth and multiply -- Is breast best? -- Is zero tolerance tolerable? -- Only experts and fanatics need apply -- My drug of choice -- The tyranny of talking points -- Does Anthony Bourdain hate Rachel Ray? -- The museum of me.
Sommario/riassunto	"Gone are the days of enjoying life's simple pleasures for pleasure's sake. Twenty-first-century Americans are on a mission to cram every second of their earthly existence with significant accomplishments and momentous events. Even the most mundane undertaking must be approached with zeal, gusto, and expertise, or so the media persuade us to believe. Are we capable of doing anything casually anymore? This first book-length treatment of media's obsession with triviality, cultural critic Ronald Bishop calls into focus the role of media in the demise of scale -- the amount of effort, intensity, and significance with which we live -- in contemporary culture. Bishop argues that American audiences are assaulted with messages that the ordinary, and often private, aspects of our lives -- family, childhood, parenting, education, food, sports, home improvement -- must be showcased publicly and with extreme passion."--Publisher's description.