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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

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