1. Record Nr. UNISA996248200903316 Autore Horten Gerd Titolo Radio goes to war: the cultural politics of propaganda during World War II / / Gerd Horten Pubbl/distr/stampa Berkeley, CA:,: University of California Press,, [2002] ©2002 0-585-46837-0 **ISBN** 9786612357343 1-59734-848-1 0-520-93073-8 1-282-35734-4 Descrizione fisica 1 online resource (247 p.) Disciplina 940.54/88973 Soggetti Radio broadcasting - United States - History - 20th century Radio in propaganda - United States - History - 20th century Radio broadcasting - Political aspects - United States Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali Description based upon print version of record. Nota di bibliografia Includes bibliographical references and index. Nota di contenuto Front matter -- Contents -- Acknowledgments -- Abbreviations --Introduction: Radio And The Privatization Of War -- 1. Radio News. Propaganda, And Politics: From The New Deal To World War II -- 2. Uneasy Persuasion: Government Radio Propaganda, 1941-1943 -- 3. Closing Ranks: Propaganda, Politics, And Domestic Foreign- Language Radio -- 4. The Rewards Of Wartime Radio Advertising -- 5. "Radio Propaganda Must Be Painless": The Comedians Go To War -- 6. "Twenty Million Women Can't Be Wrong": Wartime Soap Operas -- Epilogue: The Privatization Of America -- Notes -- Index Radio Goes to War is the first comprehensive and in-depth look at the Sommario/riassunto role of domestic radio in the United States during the Second World War. As this study convincingly demonstrates, radio broadcasting played a crucial role both in government propaganda and within the context of the broader cultural and political transformations of wartime America. Gerd Horten's absorbing narrative argues that no medium

merged entertainment, propaganda, and advertising more effectively

than radio. As a result, America's wartime radio propaganda emphasized an increasingly corporate and privatized vision of America's future, with important repercussions for the war years and the postwar era. Examining radio news programs, government propaganda shows, advertising, soap operas, and comedy programs, Horten situates radio wartime propaganda in the key shift from a Depression-era resentment of big business to the consumer and corporate culture of the postwar period.