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Sommario/riassunto	How "public" is public television if only a small percentage of the American people tune in on a regular basis? When public television addresses "viewers like you," just who are you? Despite the current of frustration with commercial television that runs through American life, most TV viewers bypass the redemptive "oasis of the wasteland" represented by PBS and turn to the sitcoms, soap operas, music videos, game shows, weekly dramas, and popular news programs produced by the culture industries. Viewers Like You? traces the history of public broadcasting in the United States, questi