

1. Record Nr.	UNISA996248228703316
Autore	Butsch Richard <1943->
Titolo	The making of American audiences : from stage to television, 1750-1990 // Richard Butsch [[electronic resource]]
Pubbl/distr/stampa	Cambridge : , : Cambridge University Press, , 2000
ISBN	0-511-20097-8 1-283-43725-2 9786613437259 0-511-39518-3 0-511-61971-5 0-511-39515-9 0-511-39516-7 0-511-39519-1 0-511-39517-5
Descrizione fisica	1 online resource (x, 438 pages) : digital, PDF file(s)
Collana	Cambridge Studies in the history of mass communication
Disciplina	791/.0973
Soggetti	Performing arts - Audiences - United States Radio audiences - United States Television viewers - United States
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 05 Oct 2015).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Colonial theater, privileged audiences -- Drama in early republic audiences -- The B'Hoys in Jacksonian theaters -- Knowledge and the decline of audience sovereignty -- Matinee ladies : re-gendering theater audiences -- Blackface, whiteface -- Variety, liquor, and lust -- Vaudeville, incorporated -- "Legitimate" and "illegitimate" theater around the turn of the century -- The celluloid stage : nickelodeon audiences -- Storefronts to theaters : seeking the middle class -- Voices from the ether : early radio listening -- Radio cabinets and network chains -- Rural radio : "we are seldom lonely anymore" -- Fears and dreams : public discourses about radio -- The electronic cyclops : fifties television -- A TV in every home : television "effects" -- Home video : viewer autonomy? -- From effects to resistance and

beyond.

Sommario/riassunto

In *The Making of American Audiences*, Richard Butsch provides a comprehensive survey of American entertainment audiences from the colonial period to the modern day. Providing coverage of theatre, opera, vaudeville, minstrelsy, movies, radio and television, he examines the evolution of audience practices as each genre supplanted another as the primary popular entertainment. Based on original historical research, this volume exposes how audiences made themselves through their practices - how they asserted control over their own entertainments and their own behaviour. Importantly, Butsch articulates two long-term processes: pacification and privatization. Whereas during the nineteenth century, overactive audiences represented a threat to civic order through their unruly behaviour, in the twentieth century, audiences have become more passive, dependent upon and controlled by media messages. This timely study serves as an important contribution to communication research, as well as American cultural history and cultural studies.
