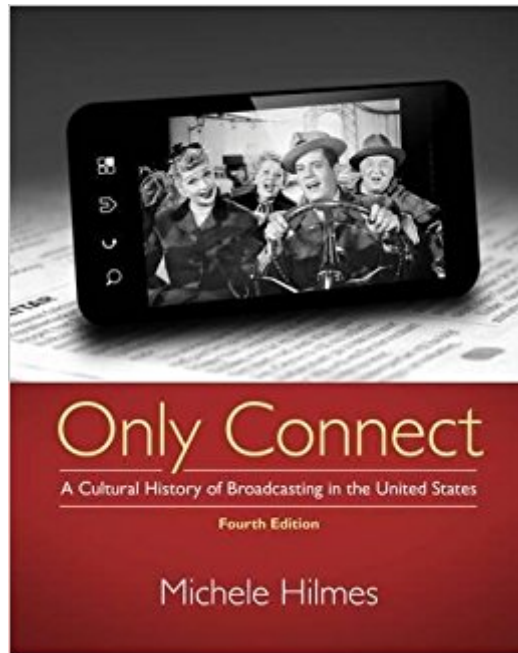




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Only Connect: A Cultural History Of Broadcasting In The United States



Synopsis

ONLY CONNECT is a comprehensive history of American broadcasting from its earliest days in radio, through the rise of television, to the current era of digital media and the Internet. It presents broadcasting as a vital component of American cultural identity, placing the development of U.S. radio, television, and new media in the context of social and cultural change. Each chapter opens with a discussion of the historical period, thoroughly traces the development of media policy, the growth of media industries, and the history of U.S. broadcast programming, and closes with a look at the major ways that radio and television have been understood and discussed throughout American history.

Book Information

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Customer Reviews

"Only Connect occupies an invaluable place in the field." "Only Connect is rightly the leading text in this area because unlike other books, it places the developments in American broadcasting in full context with societal changes at large. It is written in an approachable manner which engages college students in the material."

Michele Hilmes is Professor of Media and Cultural Studies at the University of Wisconsin-Madison, where she has taught the history of broadcasting course for nearly two decades. She was Director of Undergraduate Studies in the Department of Communication Arts for eight years and currently serves as Department Chair. Hilmes is the author or editor of several books on broadcasting history

in addition to ONLY CONNECT, including NETWORK NATIONS: A TRANSNATIONAL HISTORY OF BRITISH AND AMERICAN BROADCASTING (2011); RADIO VOICES: AMERICAN BROADCASTING 1922-1952 (1997); and RADIO'S NEW WAVE: GLOBAL SOUND IN THE DIGITAL ERA (2013) as well as numerous journal and anthology articles. She is frequently invited to give presentations on U.S. cultural history, both at home and around the world.

It's ok, I guess. A little too liberal and far too left wing and praising of Barack Obama. I needed this for a class.

The Author must be bipolar

The chapters are quite lengthy, but this a great text for a media or communications class. Hilmes explains American broadcasting in a way that is both enriching and easy to understand. The concept of "connecting" is effective and interesting.

If you're a media buff, if you would like to know the history of radio and television then this is the book for you. We are using this as a textbook in a Digital Media class at college. It is packed with history; you will want to savor every chapter.

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