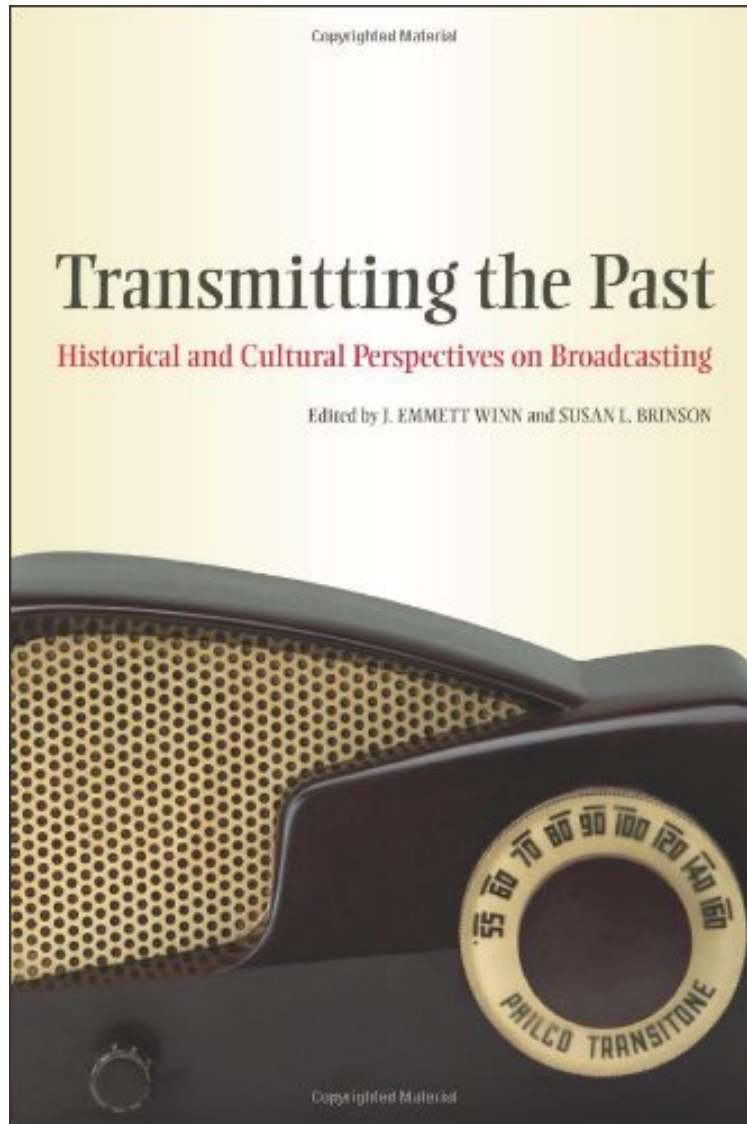


Transmitting the Past: Historical and Cultural Perspectives on Broadcasting

From Brand: University Alabama Press

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From Brand: University Alabama Press : Transmitting the Past: Historical and Cultural Perspectives on Broadcasting before purchasing it in order to gage whether or not it would be worth my time, and all praised Transmitting the Past: Historical and Cultural Perspectives on Broadcasting:

The essays included in this anthology represent some of the best cultural studies historical research on broadcasting in the U. S. currently underway. Each one concentrates on a particular event in broadcast history - beginning with Marconi's introduction of wireless technology in 1899. Michael Brown examines newspaper reporting in America of Marconi's belief in Martians, stories that effectively rendered Marconi inconsequential to the further development of radio. The widespread installation of radios in automobiles in the 1950s, Matthew Killmeier argues, paralleled the development of television and ubiquitous middle-class suburbia in America. Heather Hundley analyzes depictions of male and female promiscuity as presented in the sitcom Cheers at a time concurrent with media coverage of the AIDS crisis. Fritz Messere examines the Federal Radio Act of 1927 and the clash of competing ideas about what role radio should play in American life. Chad Dell recounts the high-brow programming strategy NBC adopted in 1945 to distinguish itself from other networks. combination of police drama and musical, as an example of society's resistance to genre-mixing or departures from formulaic programming. The result is a collection that represents some of the most recent and innovative scholarship, cultural and historical, on the intersection between the medium of broadcasting and American cultural, political, and economic life.