

Television in the Antenna Age: A Concise History

David Marc, Robert Thompson



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Television in the Antenna Age is a brief, accessible, and engaging overview of the medium's history and development in the US. Integrating three major concerns--television as an industry, a technology, and an art—the book is a basic primer on the complex, fascinating, and often overlooked story of television and its impact on American life.

- Covers the entire history of American television, from its urban, middle-class beginnings in the late 40s, to the contemporary impact of new technologies and consolidated corporate.
- Includes interview segments with industry insiders, pictures, and sidebars to illustrate important figures, trends, and events

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