

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$1199.00

Editorial:

Año: 2007

Tema:

Edición: 1ª

Sinopsis

ISBN: 9781405161541

Television is one of the most important socializing forces in contemporary culture. This book is a cultural history of prime-time television in America during the 1990s.

Examines changes that took place in programming, such as the rapid adoption of cable, the proliferation of content providers, the development of niche marketing, the introduction of high-definition television, the blurring of traditional genres, and the creation of new formats like reality-based programming

Argues that television programmes of the 1990s afforded viewers a symbolic resource for negotiating the psychological challenges associated with the shift from the Industrial Age to the Information Age

Explores the ways in which television provided viewers with tools for coming to terms with their fears about living in the fast-paced , increasingly diverse, information-laden society of the 90s