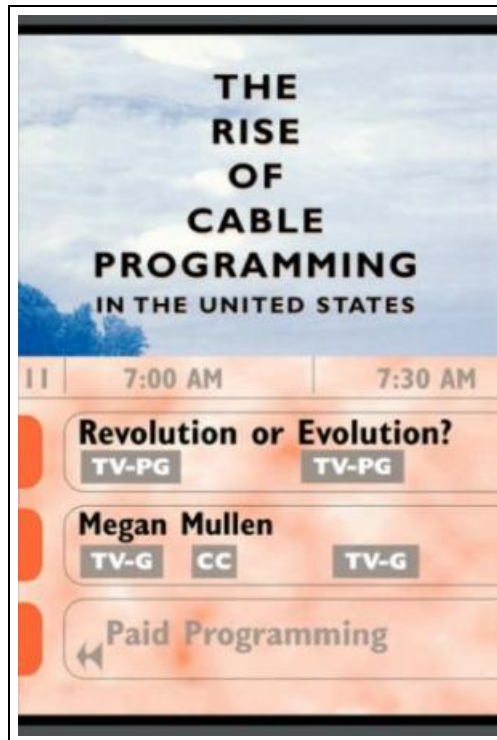


The Rise of Cable Programming in the United States: Revolution or Evolution? (Paperback)



Filesize: 2.74 MB

Reviews

This book is definitely not easy to get going on reading but extremely entertaining to learn. It is actually filled with knowledge and wisdom I am very easily will get a delight of reading a composed ebook.
(Krystina Breitenberg)

THE RISE OF CABLE PROGRAMMING IN THE UNITED STATES: REVOLUTION OR EVOLUTION? (PAPERBACK)

[DOWNLOAD PDF](#)

University of Texas Press, United States, 2003. Paperback. Condition: New. New. Language: English . Brand New Book ***** Print on Demand *****.Winner, McGannon Communications Research Award, 2004 In 1971, the Sloan Commission on Cable Communications likened the ongoing developments in cable television to the first uses of movable type and the invention of the telephone. Cable's proponents in the late 1960s and early 1970s hoped it would eventually remedy all the perceived ills of broadcast television, including lowest-common-denominator programming, inability to serve the needs of local audiences, and failure to recognize the needs of cultural minorities. Yet a quarter century after the blue sky era, cable television programming closely resembled, and indeed depended upon, broadcast television programming. Whatever happened to the Sloan Commission's revolution now in sight? In this book, Megan Mullen examines the first half-century of cable television to understand why cable never achieved its promise as a radically different means of communication. Using textual analysis and oral, archival, and regulatory history, she chronicles and analyzes cable programming developments in the United States during three critical stages of the medium's history: the early community antenna (CATV) years (1948-1967), the optimistic blue sky years (1968-1975), and the early satellite years (1976-1995). This history clearly reveals how cable's roots as a retransmitter of broadcast signals, the regulatory constraints that stymied innovation, and the economic success of cable as an outlet for broadcast or broadcast-type programs all combined to defeat most utopian visions for cable programming.

[Read The Rise of Cable Programming in the United States: Revolution or Evolution? \(Paperback\) Online](#)[Download PDF The Rise of Cable Programming in the United States: Revolution or Evolution? \(Paperback\)](#)

You May Also Like



A Dog of Flanders: Unabridged; In Easy-to-Read Type (Dover Children's Thrift Classics)

Dover Publications, 2011. Paperback. Book Condition: New. No Jacket. New paperback book copy of A Dog of Flanders by Ouida (Marie Louise de la Ramee). Unabridged in easy to read type. Dover Children's Thrift Classic...

[Read PDF »](#)



The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality...

[Read PDF »](#)



Minecraft: Star Wars: Rise of the Dark Order

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Discover Minecraft: Star Wars: Rise of the Dark Order (Unofficial...

[Read PDF »](#)



America s Longest War: The United States and Vietnam, 1950-1975

McGraw-Hill Education - Europe, United States, 2013. Paperback. Book Condition: New. 5th. 206 x 137 mm. Language: English . Brand New Book. Respected for its thorough research, comprehensive coverage, and clear, readable style, America s...

[Read PDF »](#)



Rumpy Dumb Bunny: An Early Reader Children s Book

Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book ***** Print on Demand *****. Rumpy is a dumb bunny. He eats poison ivy for breakfast and annoys...

[Read PDF »](#)