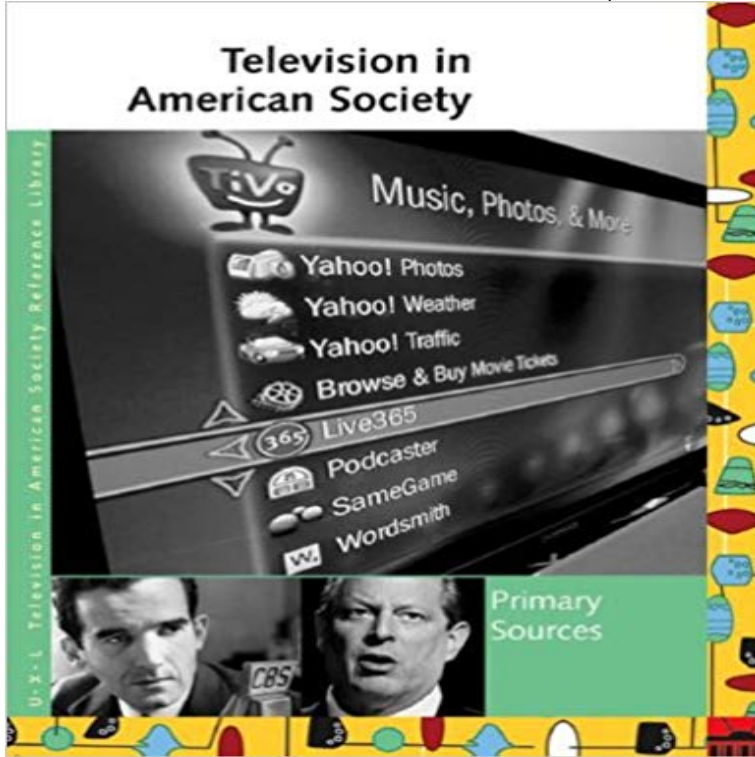


Television in American Society Reference Library



Focused on a popular topic, this exciting collection gives students and teachers substantial material for discussion and research. The three-volume set shows how television has reflected and influenced American society and culture throughout its history, covering both positive and negative effects. Accessible and interesting as well as informative, this Library includes more than 180 interesting illustrations and sidebars, clear prose, and ideas for activities, research and further reading. A subject index, chronology and words-to-know section are among the many other features supporting student achievement. The Library contains three distinct volumes. The Almanac looks at the history of television chronologically, starting with the introduction of the technology in the 19th century and ending with issues that face the industry as well as its future outlook. Included in its coverage are the most popular and influential TV programming and seminal moments in TV history. Other subject include networks, viewing trends, the Federal Communications Commission (FCC), types of programming (such as Childrens, educational, dramas, comedies, news, sports), advertising and the emergence of cable television. Biographies focuses on televisions early pioneers, news figures, performers and executives. Included are engaging portraits of key figures such as Roone Arledge, Lucille Ball, Oprah Winfrey, Bill Cosby, Walter Cronkite, Norman Lear, William Paley and Barbara Walters. Als presented are in-depth profiles of important and popular TV programs, among them All in the Family, Cheers, The Mary Tyler Moore Show, Saturday Night Live and Monday NightFootball. The Primary Sources volume collects key documents and writings pertaining to the television industry, including transcripts from Tom Brokaw from the fall of the Berlin Wall and excerpts from Raising PG

Kids in a X-Rated World and The Code of Practices for Television Broadcasters (Seal of Good Practice, 1981). For example, in the volume are comparisons of early and more recent advertising, coverage of such news events as JFK's assassination and 9/11, and excerpts from boo by news and industry leaders.

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