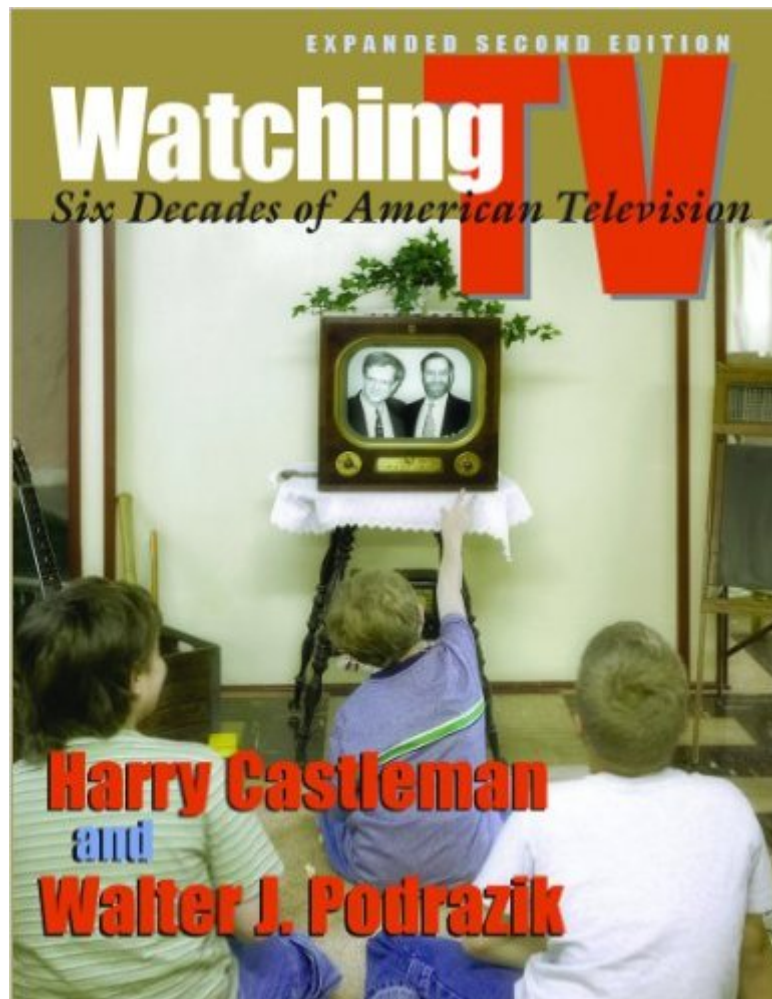


The book was found

Watching TV: Six Decades Of American Television, Second Edition (Television And Popular Culture)



Synopsis

Castleman and Podrazik present a sweeping season-by-season survey, capturing the essence of television from its inception to the present. The authors have dug through mounds of obscure facts, offbeat anecdotes, and the complicated network strategies that have made television a multibillion-dollar industry. By presenting every prime-time schedule, season by season, from the fall of 1944, *Watching TV* provides a fascinating history of how the personalities, popular shows, and coverage of key events have evolved during the past six decades. Full of facts, firsts, insights, and exploits, as well as rare and memorable photographs, *Watching TV* is the standard history of American television. This expanded edition includes thorough coverage up to the 2009-10 television season.

Book Information

Series: Television and Popular Culture

Paperback: 508 pages

Publisher: Syracuse University Press; 2 edition (August 12, 2010)

Language: English

ISBN-10: 0815632207

ISBN-13: 978-0815632207

Product Dimensions: 8.5 x 1.2 x 11.1 inches

Shipping Weight: 2.8 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars [See all reviews](#) (12 customer reviews)

Best Sellers Rank: #572,773 in Books (See Top 100 in Books) #513 in [Books > Humor & Entertainment > Television > History & Criticism](#) #852 in [Books > Textbooks > Humanities > Performing Arts > Film & Television](#) #9714 in [Books > Arts & Photography > Performing Arts](#)

Customer Reviews

The great risk in doing a book like "Watching TV," which both takes television history seriously and has fun with it, is that it may prove to be neither fish nor fowl -- too scholarly for those that want mere nostalgia, and with too much affection for its subject to please those who just want the facts. Happily, "Watching TV" avoids this pitfall. In the end, the book leans more to the scholarly side than the trivial, but given the vital role the medium plays in our society, the balance feels right. In this second edition of their 1982 book, Harry Castleman and Wally Podrazik take us up to the 2002-03 season, covering, in the updated material: NBC's return to respectability; cable's steady march to power, the emergence of Fox, the WB and UPN's debuts as broadcast networks, the regulatory shift

that has concentrated ownership in a way not seen in decades; the beginnings of the reality show phenomenon, the launch of new technology that promises to change the medium forever, and more. One of the remarkable aspects of the book remains its refusal to traffic in simple answers. If you're sure that Castleman and Podrazik are making a quick, easy generalization, keep reading: You'll soon see that they will articulate the issue's complexity. The easiest temptation for two Baby Boomer authors would have been to write a lament for "the good old days" of television. But Castleman and Podrazik point out the good and the bad in every season, in artistic, commercial and social terms. The season-by-season structure has several advantages. One is that you get the sense, moreso than in any other book about TV history, of how the networks have competed with one another.

[Download to continue reading...](#)

Watching TV: Six Decades of American Television, Second Edition (Television and Popular Culture)
American Cinema of the 1940s: Themes and Variations (Screen Decades: American
Culture/American Cinema) Popular American Recording Pioneers: 1895-1925 (Haworth Popular
Culture) Retro Radio: Six Decades of Design 1920s-1970s George Eliot Six Pack - Middlemarch,
Daniel Deronda, Silas Marner, The Lifted Veil, The Mill on the Floss and Adam Bede (Illustrated with
links to free ... all six books) (Six Pack Classics Book 8) Bigger than Ben-Hur: The Book, Its
Adaptations, and Their Audiences (Television and Popular Culture) The Wedding of the Dead:
Ritual, Poetics, and Popular Culture in Transylvania (Studies on the History of Society and Culture)
Following Oil: Four Decades of Cycle-Testing Experiences and What They Foretell about U.S.
Energy Independence Black and Gold: Four Decades of the Boston Bruins in Photographs Best of
Barbie: Four Decades of America's Favorite Doll Homer Laughlin: Decades of Dinnerware, With
Price Guide Stop the Thyroid Madness: A Patient Revolution Against Decades of Inferior Treatment
There I Wuz! Volume II: Adventures From 3 Decades in the Sky (Volume 2) My Nigeria: Five
Decades of Independence The Stephen King Companion: Four Decades of Fear from the Master of
Horror 100 Most Popular Genre Fiction Authors: Biographical Sketches and Bibliographies (Popular
Authors (Hardcover)) BIG BROTHER IS WATCHING - HOW TO RECLAIM PRIVACY & SECURITY
TO PROTECT LIFE, FAMILY, HOME AND ASSETS 2016 EDITION (Natural law, Human Rights,
Civil Rights) (HOW TO BOOK & GUIDE FOR SMART DUMMIES 12) BEANY AND CECIL Comic
Book Collection: ALL 5 CLASSIC COMIC BOOKS BASED ON THE ANIMATED TELEVISION
SHOW PUBLISHED IN THE 1950s (CLASSIC TELEVISION CARTOON COMIC BOOKS)
Television and American Culture THE RIFLEMAN 2: 6 COMPLETE ISSUES OF THE CLASSIC
COMIC BOOKS BASED ON THE HIT 1960s TELEVISION SERIES (Classic Television Comic

Books Book 8)

[Dmca](#)