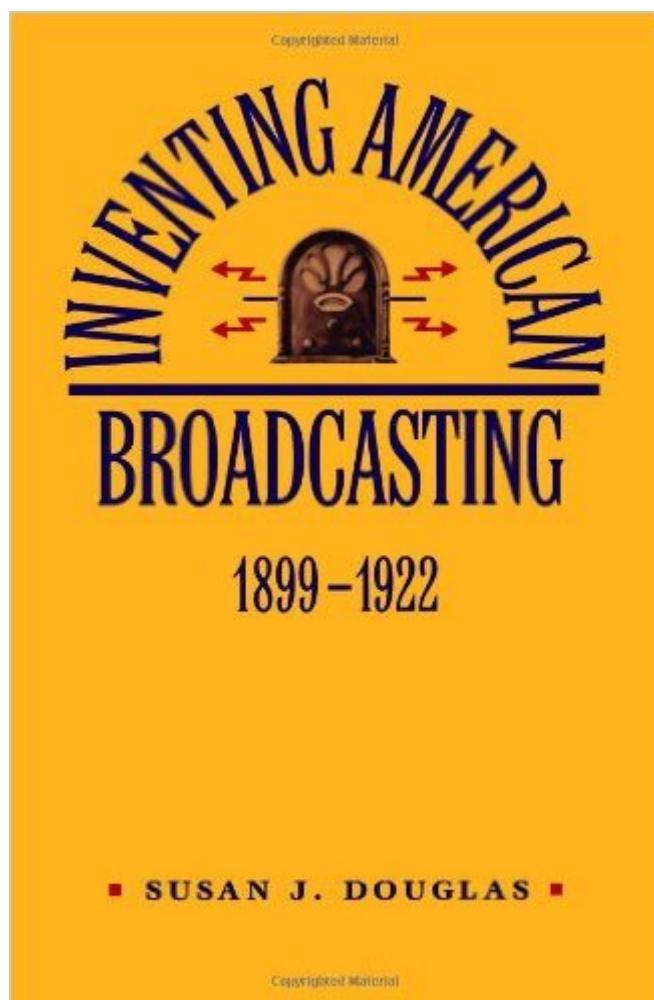


The book was found

Inventing American Broadcasting, 1899-1922 (Johns Hopkins Studies In The History Of Technology)



Synopsis

Such organizations as AT&T, General Electric, and the U.S. Navy played major roles in radio's evolution, but early press coverage may have decisively steered radio in the direction of mass entertainment. Susan J. Douglas reveals the origins of a corporate media system that today dominates the content and form of American communication.

Book Information

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Customer Reviews

An interesting history of the development of broadcasting in America, which curiously started in Italy by the Irish-Italian Gugliemo Marconi. The problem Marconi was trying to solve was the creation of a wireless telegraph and through his and the efforts of others, radio broadcasting was invented, albeit as a by-product. This is the story of the technical breakthroughs that had to be developed, the intense competition between Marconi, Fessenden, Lee De Forest, the patent disputes, the shady claims made to raise capital, and the early use of marketing and manipulating the press. As a microwave engineer, I found this history fascinating, but I think non-technical readers will enjoy it also.

I often have wondered how something get started. This puts names and places to the beginning of broadcasting. I would use this as a supplementary to a broadcast history class.

Great book so far good information. Broadcasting made American revolved. Enjoyable book and learning information I did not know. Thank you for have this book in stock.

great book

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