



TV in Am Scty Ref Lib 3v (Hardback)

By Laurie Collier Hillstrom

Cengage Learning, Inc, United States, 2007. Hardback. Book Condition: New. 244 x 198 mm. Language: English . Brand New Book. 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 Children s, educational, dramas, comedies, news, sports), advertising and the emergence of cable television. Biographies focuses on television s early pioneers, news...



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