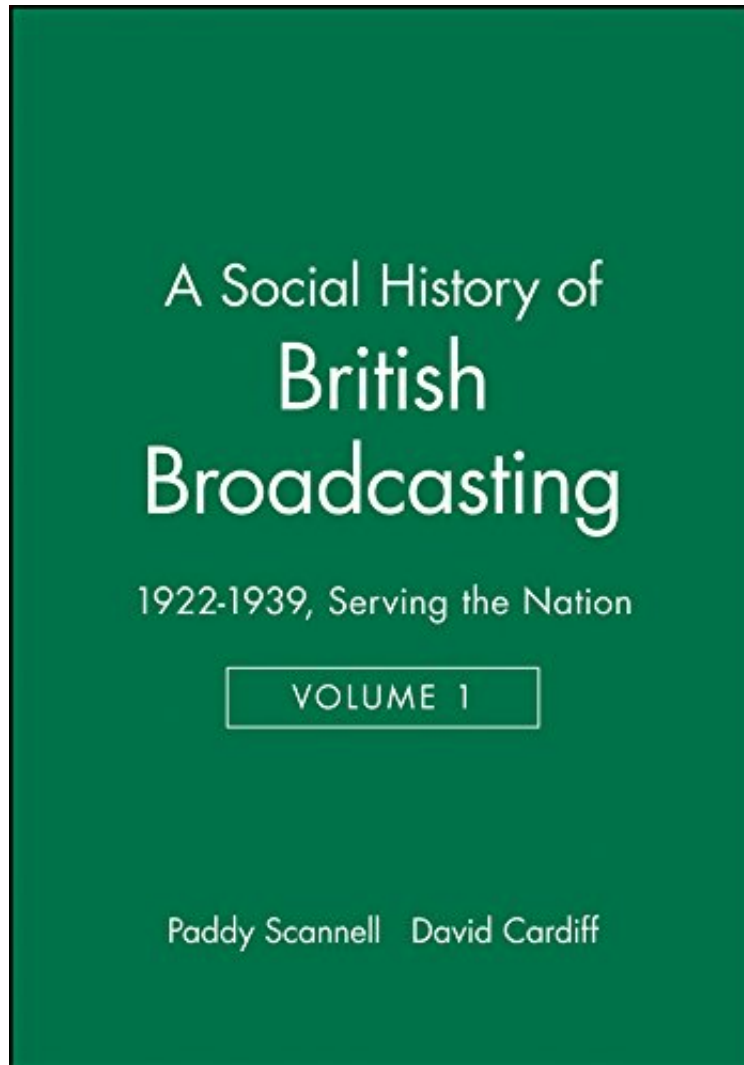


(Download) A Social History of British Broadcasting: Volume 1 - 1922-1939, Serving the Nation

A Social History of British Broadcasting: Volume 1 - 1922-1939, Serving the Nation

Paddy Scannell, David Cardiff

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Paddy Scannell, David Cardiff : A Social History of British Broadcasting: Volume 1 - 1922-1939, Serving the Nation before purchasing it in order to gage whether or not it would be worth my time, and all praised A Social History of British Broadcasting: Volume 1 - 1922-1939, Serving the Nation:

This is a history of broadcasting and its impact on modern life in Britain from its origins in the 1920s to the outbreak of the Second World War. Its concerns are with programmes and their makers and with the audiences for which they

were made. It is a pioneering work of cultural and social history.

"Their work promises to change irreversibly our perception of both the history of British broadcasting and of its place in the wider political, cultural and social history of Britain." Sight and Sound "This admirably balanced new study . . . deserves the attention of lay readers as well as scholars . . . an important piece of work." The Independent on Sunday ". . . an impressive volume . . . informed by concepts." The Guardian "This is a quite outstanding book: a social history of radio broadcasting in Britain up to 1939. It is a work of sustained scholarship but, although more than 150,000 words long, an immensely enjoyable read." Tom Nossiter, London School of Economics. "A truly magisterial work, unlikely to be bettered for a generation." Screen

From the Back Cover This is a history of broadcasting, and of its impact on modern life in Britain, from its origins in the 1920s to the outbreak of the Second World War. At the opening of this period the BBC was a private business. By its close it was an integral part of national life, a source of information and entertainment for the bulk of the population. In the course of the 1920s and 1930s the BBC was shaped as a national service in the public interest, addressing all sectors of society in all parts of the country. How that role emerged is the central theme of this history. In developing a programme service, the early broadcasters were constrained by many factors, not least the influence of Government and the political parties. Paddy Scannell's and David Cardiff's account of the major areas of factual broadcasting, of news, features, documentaries and talks, reveals how they responded to these pressures and how they searched for styles of presentation appropriate both to the subject and to the audience. This account of the complex relations of broadcasting, politics, culture and the people shows how, through the modern medium of radio, a society was represented to itself. As such it offers a unique perspective on the character of life in Britain, public and private, in the inter-war years.

About the Author Paddy Scannell was educated at Ratcliffe and Wadham College, Oxford. He is one of the founding editors of the journal Media Culture and Society. David Cardiff at Eton and New College, Oxford. Both have worked since the late sixties, at the University of Central London, teaching media studies in the School of Communication, and have written many articles on broadcasting.