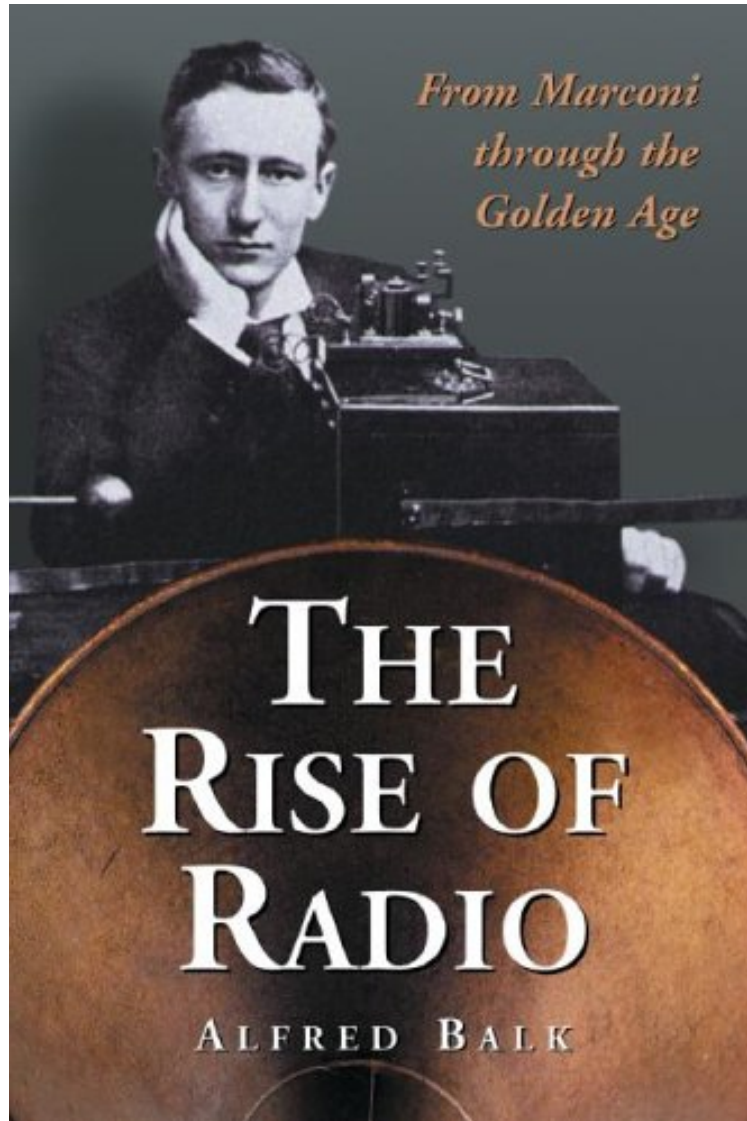


(Download free ebook) The Rise of Radio, from Marconi through the Golden Age

The Rise of Radio, from Marconi through the Golden Age

Alfred Balk

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Alfred Balk : The Rise of Radio, from Marconi through the Golden Age before purchasing it in order to gage whether or not it would be worth my time, and all praised The Rise of Radio, from Marconi through the Golden Age:

2 of 2 people found the following review helpful. Good account of radio's Golden AgeBy Dad-in-PNW"The Rise of Radio" by Alfred Balk is a good book. It is thoroughly researched, and packed with a complete account of the history of radio in America, from the invention of radio by Marconi, through the early 1960's and beyond. The book's comprehensive research into the technology and how broadcasters began using it and commercializing it is apparent.

People didn't immediately know how to use the radio - what to broadcast, how to make money with it - but with ambitious corporate-minded folks, like David Sarnoff, excellent shows started being broadcast in numerous genres. The book's discussion of the huge number and types of shows in radio's Golden Age will make you wonder where it went, and perhaps wish we could get it back. 0 of 0 people found the following review helpful. Five Stars By Terry Ruth McKinney Very Happy! 1 of 1 people found the following review helpful. GREAT book for OTR junkies like me! By Bill Muhr Excellent overview of old time radio, how invented, how used and how, eventually, it gave way to the "magic" of television. Very well written in an entertaining and technical style which is hard to do. Thanks for the quick service!"

As the dominant form of electronic mass communication in the United States from the 1930s into the 1950s, radio helped to forge a modern continental nation. It fused myriad subcultures heavily rural, ethnic, and immigrant into a national identity, unifying the nation in the face of the Depression and war. Later, federal deregulation allowed the radio of the Golden Age, 1926-1952, to devolve into a chain-dominated, satellite-fed plaything of Wall Street. Today, radio has the highest profit ratio of all the media outlets and Golden Age traditions of programming taste, diversity, balance, and localism are a legacy squandered. This anecdote-rich sweep of radio history, from its birth as Marconi's wireless telegraph through its current status under deregulation, analyzes the changing medium's social, political, and cultural impact. It casts new light on many topics, including the roles of women and African Americans, programming sources outside the Hollywood-Broadway nexus, and arguments about Amos n Andy once the hit that jump-started radio's young networks, now a controversial remnant of a bygone era. The book is augmented with more than sixty photos, extensive source notes, and a bibliography.

A fabulous book...the research that went into it is stunning! --Mike Wallace, 60 Minutes One of the first truly scholarly histories of radio...excellent job --The Illustrated Press a masterful work and a pleasure to read...ought to be the lasting work on the subject --Everette E. Dennis, Fordham University "will live long in the literature of radio and deservedly so" --Norman Corwin anyone teaching a...broadcast history course would do well to consider this book" --Journalism Mass Communication Quarterly "Admirable...informative and entertaining...writing is clear...language is vivid...a fresh collection of anecdotes." --IEEE Technology and Society Magazine "Well-researched." --Radio Television Museum News About the Author The late Alfred Balk was a former editor at Columbia Journalism , Saturday , and other magazines. He wrote more than 100 articles for Harper's, Reader's Digest, and other publications, taught at Columbia and Syracuse, and was the author or co-author of seven other books.