



# Television in the Antenna Age: A Concise History

By David Marc, Robert Thompson

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**Television in the Antenna Age: A Concise History** By David Marc, Robert Thompson

*Television in the Antenna Age* is a brief, accessible, and engaging overview of the medium's history and development in the US. Integrating three major concerns--television as an industry, a technology, and an art—the book is a basic primer on the complex, fascinating, and often overlooked story of television and its impact on American life.

- Covers the entire history of American television, from its urban, middle-class beginnings in the late 40s, to the contemporary impact of new technologies and consolidated corporate.
- Includes interview segments with industry insiders, pictures, and sidebars to illustrate important figures, trends, and events

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### Editorial Review

#### Review

“One could hardly ask for a more entertaining introduction to the history of entertainment media and its role in contemporary culture.” *Stephen O’Leary, Annenberg School for Communication, USC*

#### From the Back Cover

*Television in the Antenna Age* is an accessible, engaging, and straightforward overview of the medium’s history and development in the United States. Integrating three major concerns – television as technology, industry, and art – the book introduces the complex, fascinating, and often overlooked story of television and its impact on American life. It ends with a provocative meditation on the effect since the 1980s of competing technologies, the consolidation of media ownership, and the emerging aesthetics of twenty-first-century programming.

Written by the two prominent experts on American television, this book includes several illustrative features on leading figures in TV’s development. It is the most compact and authoritative history of the medium to date.

#### About the Author

**David Marc** is a writer and editor who teaches at Syracuse University and Le Moyne College. He is the author of *Demographic Vistas* (1984; 1996), *Comic Visions* (1989; Blackwell, 1997) and *Bonfire of the Humanities* (1995).

**Robert J. Thompson** is a Professor at Syracuse University, where he heads the Center for the Study of Popular Television at the S. I. Newhouse School of Public Communications. His books include *Adventures on Prime Time* (1990) and *Television’s Second Golden Age* (1996).

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