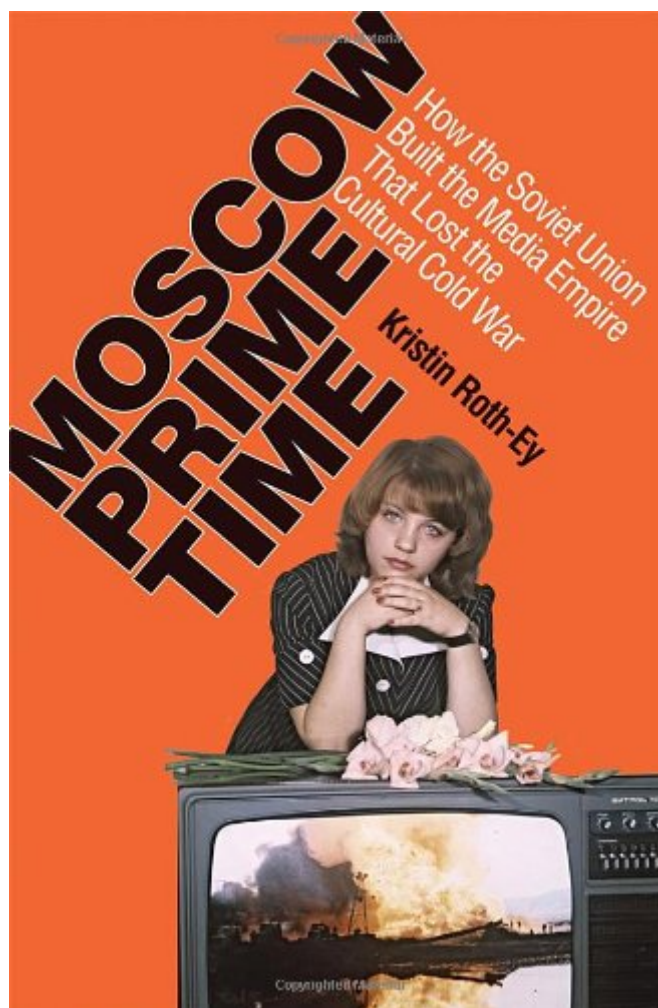


Moscow Prime Time: How the Soviet Union Built the Media Empire That Lost the Cultural Cold War PDF



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Moscow Prime Time: How the Soviet Union Built the Media Empire That Lost the Cultural Cold War by Kristin Roth-ey ISBN 0801448743

When Nikita Khrushchev visited Hollywood in 1959 only to be scandalized by a group of scantily clad actresses, his message was blunt: Soviet culture would soon consign the mass culture of the West, epitomized by Hollywood, to the "dustbin of history." In *Moscow Prime Time*, a portrait of the Soviet broadcasting and film industries and of everyday Soviet consumers from the end of World War II through the 1970s, Kristin Roth-Ey shows us how and why Khrushchev's ambitious vision ultimately failed to materialize.

The USSR surged full force into the modern media age after World War II, building cultural infrastructures-and audiences-that were among the world's largest. Soviet people were enthusiastic radio listeners, TV watchers, and moviegoers, and the great bulk of what they were consuming was not the dissident culture that made headlines in the West, but orthodox, made-in-the-USSR content. This, then, was Soviet culture's real prime time and a major achievement for a regime that had long touted easy, everyday access to a socialist cultural experience as a birthright. Yet Soviet success also brought complex and unintended consequences.

Emphasizing such factors as the rise of the single-family household and of a more sophisticated consumer culture, the long reach and seductive influence of foreign media, and the workings of professional pride and raw ambition in the media industries, Roth-Ey shows a Soviet media empire transformed from within in the postwar era. The result, she finds, was something dynamic and volatile: a new Soviet culture, with its center of gravity shifted from the lecture hall to the living room, and a new brand of cultural experience, at once personal, immediate, and eclectic-a new Soviet culture increasingly similar, in fact, to that of its self-defined enemy, the mass culture of the West. By the 1970s, the Soviet media empire, stretching far beyond its founders' wildest dreams, was busily undermining the very promise of a unique Soviet culture-and visibly losing the cultural cold war. *Moscow Prime Time* is the first book to untangle the paradoxes of Soviet success and failure in the postwar media age.

Moscow Prime Time: How the Soviet Union Built the Media Empire That Lost the Cultural Cold War Review

This Moscow Prime Time: How the Soviet Union Built the Media Empire That Lost the Cultural Cold War book is not really ordinary book, you have it then the world is in your hands. The benefit you get by reading this book is actually information inside this reserve incredible fresh, you will get information which is getting deeper an individual read a lot of information you will get. This kind of Moscow Prime Time: How the Soviet Union Built the Media Empire That Lost the Cultural Cold War without we recognize teach the one who looking at it become critical in imagining and analyzing. Don't be worry Moscow Prime Time: How the Soviet Union Built the Media Empire That Lost the Cultural Cold War can bring any time you are and not make your tote space or bookshelves' grow to be full because you can have it inside your lovely laptop even cell phone. This Moscow Prime Time: How the Soviet Union Built the Media Empire That Lost the Cultural Cold War having great arrangement in word and layout, so you will not really feel uninterested in reading.