



DOWNLOAD



READ ONLINE

[8.28 MB]

By Anna McCarthy

Duke University Press, United States, 2001. Paperback. Book Condition: New. New.. 230 x 152 mm. Language: English . Brand New Book. Although we tend to think of television primarily as a household fixture, TV monitors outside the home are widespread: in bars, laundromats, and stores; conveying flight arrival and departure times in airports; uniting crowds at sports events and allaying boredom in waiting rooms; and helping to pass the time in workplaces of all kinds. In *Ambient Television*, Anna McCarthy explores the significance of this pervasive phenomenon, tracing the forms of conflict, commerce, and community that television generates outside the home. Discussing the roles television has played in different institutions from 1945 to the present day, McCarthy draws on a wide array of sources. These include retail merchandising literature, TV industry trade journals, and journalistic discussions of public viewing, as well as the work of cultural geographers, architectural theorists, media scholars, and anthropologists. She also uses photography as a research tool, documenting the uses and meanings of television sets in the material culture of built environments. Applying various theories of scale and place to argue that television is a surprisingly flexible medium, McCarthy focuses on such locations as the...

Reviews

Certainly, this is actually the best function by any article writer. It is actually written in straightforward words and never confusing. Your life period is going to be converted once you totally look over this ebook.

-- **Mrs. Yolanda Reilly V**

The ideal pdf i at any time read. I am quite late in start reading this one, but better then never. You will like the way the author create this book.

-- **Eliane Bednar**