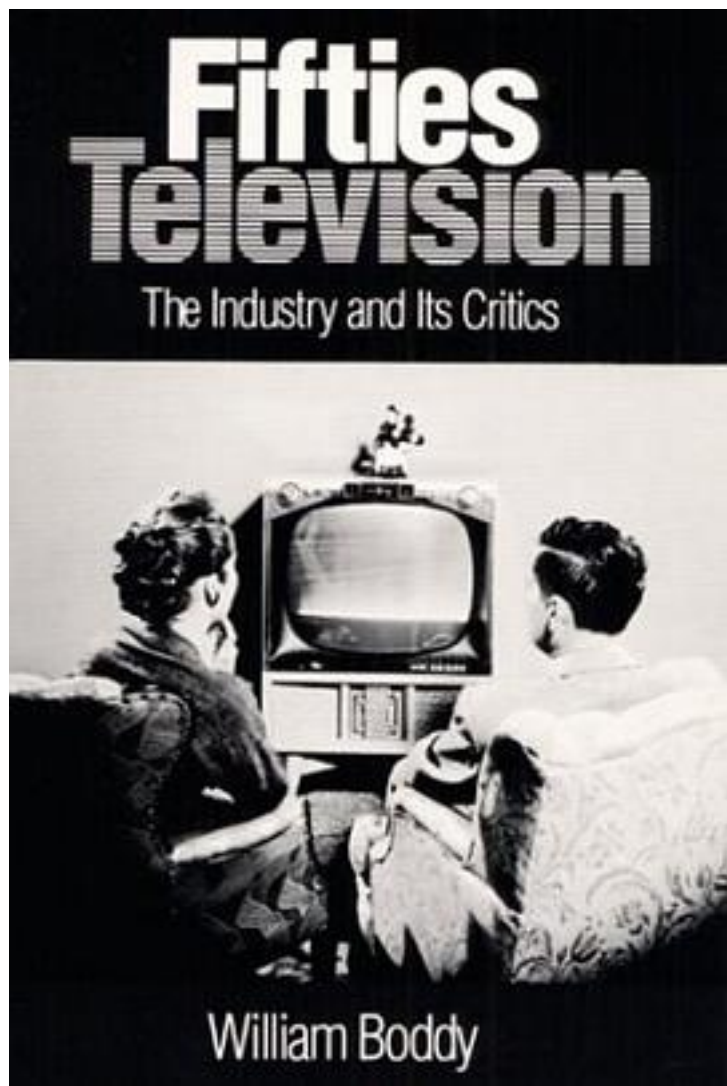


Fifties Television



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Just a few years in the mid-1950s separated the "golden age" of television's live anthology drama from Newton Minow's famous "vast wasteland" pronouncement. Fifties Television shows how the significant programming changes of the period cannot be attributed simply to shifting public tastes or the exhaustion of particular program genres, but underscore fundamental changes in the way prime-time entertainment programs were produced, sponsored, and scheduled. These changes helped shape television as we know it today. William Boddy provides a wide-ranging and rigorous analysis of the fledgling American television industry during the period of its greatest economic growth, programming changes, and critical controversy. He carefully traces the development of the medium from the experimental era of the 1920s and 1930s through the regulatory battles of the 1940s and the network programming wars of the 1950s.

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