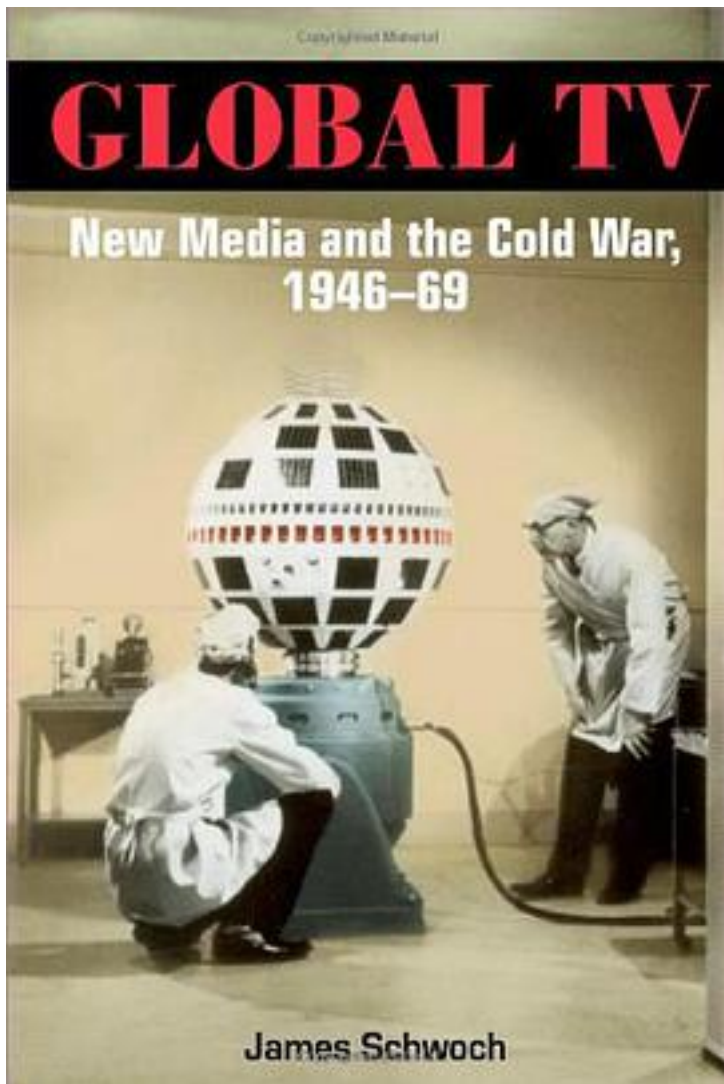


Global TV



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James Schwoch presents a unique re-telling of the Cold War period by examining the relationship of global television, diplomacy, and new electronic communications media. Beginning with the Allied occupation of Germany in 1946 and ending with the 1969 Apollo moon landing, this book explores major developments in global media, including the post-war absorption of the International Telecommunications Union into the United Nations and its impact on both television and international policy; the rise of psychological warfare and its relations to new electronic media of the 1950s; and, the role of the Ford Foundation in shaping global communication research concepts.

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