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Watching TV: Eight Decades Of American Television, Third Edition (Television And Popular Culture)



Synopsis

Castleman and Podrazik present a sweeping season-by-season story, capturing the essence of television from its inception to the contemporary era of anytime access and online streaming, including every prime time fall schedule since 1944. The authors have dug through the mounds of obscure facts, offbeat anecdotes, and corporate strategies that have made television a multibillion-dollar industry. Watching TV provides a fascinating history of how the personalities, popular shows, and coverage of key events have evolved across eight decades. Full of facts, firsts, insights, and exploits, as well as rare and memorable photographs, *Watching TV* is the standard history of American television. This third edition includes coverage up through the mid-2010s and looks ahead to the next waves of change.

Book Information

Series: Television and Popular Culture

Paperback: 576 pages

Publisher: Syracuse University Press; 3rd ed. edition (January 4, 2016)

Language: English

ISBN-10: 0815634382

ISBN-13: 978-0815634386

Product Dimensions: 8.5 x 1.5 x 10.9 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 8 customer reviews

Best Sellers Rank: #230,830 in Books (See Top 100 in Books) #166 in Books > Arts & Photography > Performing Arts > Theater > History & Criticism #189 in Books > Humor & Entertainment > Television > Shows #217 in Books > Humor & Entertainment > Television > History & Criticism

Customer Reviews

The authors have meticulously documented an in-depth survey of the entire world of TV trends and programming from the industry's beginnings, presenting along the way some very judicious critical analyses. (Library Journal) An honest but affectionate chronicle that never loses sight of the more serious side of television while, thankfully, not taking itself too seriously. (Atlanta Constitution) Castleman and Podrazik have put together a well-researched, tightly written documentary on the development of the television industry and the individuals involved. (Publishers Weekly) A meticulously researched history and analysis of programs and trends, chronicling every

primetime fall schedule since 1944. (Robert Feder, Chicago Media Columnist)

Watching TV provides a fascinating history of how the personalities, popular shows, and coverage of key events have evolved across eight decades.

A well organized book on television history through 2010. Yearly schedules covering many television networks make this book valuable for any researcher or student of popular culture. The book avoids drawing conclusions or evaluating programming. Such leaves the reader the freedom to draw his or her own conclusions about television and its impact on America since 1944.

I have bought the previous two editions of this book, and I enjoyed them both. This the best single volume history of American TV I have read. My only complaint is they never discuss the significance of the 1983 made for TV film *The Day After*.

I can open the book to most any page and find a smile on my face. A TV encyclopedia with sense of humor. Love it!

I was hoping for a book like the first edition, "TV Schedule Book (first four decades of television)" the authors published in the mid eighties which included daytime and complete weekend schedules. I never thought there would be another edition. I was searching on the internet and come across "Watching TV: Eight Decades of American Television." It's about the best book on the history of television. John

history ad entertaining at the same time

There simply isn't a more complete history of television than this, as Castleman and Podrazik thoroughly examine every season from 1944 until the present. Most importantly, the authors move beyond just listing the shows; instead, they provide thoughtful commentary on the business of television, how network content reflects public tastes and current events, and the impact of the technology itself. Readers can choose chapters according to interest rather than read it cover to cover. Anyone interested in the medium from a fan's perspective as well as a scholarly one will find something to enjoy in *Watching TV*.

I was hoping for an updated version of their first version of "Harry and Walters Favorite TV Shows". Sadly this is not it. What a wasted opportunity.

There is no single better book on the ongoing, unfolding history of prime-time American broadcast television than WATCHING TV. Exhaustively researched, well-written and endlessly fun and fascinating. It's a VAST topic that Castleman and Podrazik take on fearlessly. I admit it would be overwhelming to read from beginning to end; it's better to dip into than to try to take on in one full reading. One might also wish for a multi-volume tome that could include non-prime time TV as well as cable/on-demand television with this level of expertise and detail, but that might be too unwieldy an undertaking. Bottom line: WATCHING TV is wondrous and important, and should be an essential part of the thinking man's TV book library.

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