

# *Small Screens, Big Ideas*

Television  
in the 1950s



*Edited by Janet Thumim*

OXFORD  
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# Small Screens Big Ideas Television In The 1950s

**Ensheng Dong**



## **Small Screens Big Ideas Television In The 1950s:**

*Small Screens, Big Ideas* Janet Thumim, 2001-12-21 With radical changes taking place in terrestrial television this is a timely moment to revisit the decade when television's very novelty was its most striking feature *Small Screens Big Ideas* brings together specially commissioned writings from British and American contributors to explore themes of diversity in this formative period Discussing television's role in the construction of national and gender identities and its relation to other media such as theatre film and radio *Small Screens Big Ideas* offers fresh exploration based in detailed case studies of this complex era An essential book for all students of media cultural studies and history *The 1950s* James S. Olson, Mariah Gumpert, 2018-10-01 This volume serves as an invaluable guide to key political social and cultural concepts of the 1950s This volume covers the entire decade of the 1950s from the uneasy peace following World War II to the beginnings of cultural discontent that would explode in the 1960s It highlights key historical social and cultural elements of the period including the Cold War and perceived communist threat the birth of the middle class and establishment of consumer culture the emergence of the civil rights movement and the normalization of youth rebellion and rock and roll An introduction presents the historical themes of the period and an alphabetical encyclopedic entries relating to period specific themes comprises the core reference material in the book The book also contains a range of primary documents with introductions and a sample Documents Based Essay Question Other features are a list of Top Tips for answering Documents Based Essay Questions a thematically tagged chronology and a list of specific learning objectives readers can use to gauge their working knowledge and understanding of the period *Personality Presenters* Frances Bonner, 2016-05-06 Television presenters are key to the sociability of the medium speaking directly to viewers as intermediaries between audiences and those who are interviewed perform or compete on screen As targets of both great affection and derision from viewers and the subjects of radio internet magazine and newspaper coverage many have careers that have lasted almost as long as post war television itself Nevertheless as a profession television presenting has received little scholarly attention *Personality Presenters* explores the role of the television presenter analysing the distinct skills possessed by different categories of host and the expectations and difficulties that exist with regard to the promotion of the various films books consumer and cultural products with which they are associated The close involvement of presenters with the content that they present is examined while the impact of the presenters own celebrity on the tasks that they perform is scrutinised With a focus on non fiction entertainment shows such as game shows lifestyle and reality shows chat daytime and talk shows this book explores issues of consumer culture advertising and celebrity as well as the connection of presenters with ethical issues Offering detailed case studies of internationally recognised presenters as well comparisons between national presenters from the UK and Australia *Personality Presenters* provides a rich discussion of television presenters as significant conduits in the movement of ideas As such it will appeal to sociologists as well as those working in the fields of popular culture cultural and media studies and

cultural theory     **Television Brandcasting** Jennifer Gillan, 2014-11-20 Television Brandcasting examines U S television's utility as a medium for branded storytelling. It investigates the current and historical role that television content promotion and hybrids of the two have played in disseminating brand messaging and influencing consumer decision making. Juxtaposing the current period of transition with that of the 1950s 1960s, Jennifer Gillan outlines how in each era new technologies unsettled entrenched business models; an emergent viewing platform threatened to undermine an established one and content providers worried over the behavior of once dependable audiences. The anxieties led to storytelling promotion and advertising experiments including the Disneyland series, embedded rock music videos in *Ozzie & Harriet*, credit sequence brand integration, *Modern Family*'s parent company promotion episodes, second screen initiatives and social TV experiments. Offering contemporary and classic examples from the American Broadcasting Company, Disney Channel, ABC Family and Showtime alongside series such as *Bewitched*, *Leave it to Beaver*, *Laverne Shirley* and *Pretty Little Liars*, individual chapters focus on brandcasting at the level of the television series, network schedule, Blu-ray/DVD/Digital combo pack, the promotional short, the cause marketing campaign and across social media. In this follow up to her successful previous book *Television and New Media Must Click*, TV Gillan provides vital insights into television's role in the expansion of a brand-centric U S culture.

*Projecting Tomorrow* James Chapman, Nicholas J. Cull, 2013-01-30 Cinema and science fiction were made for each other. Science fiction has been at the cutting edge of film technology and the genre has produced some of the most ambitious imaginative and visually spectacular films ever made. Yet science fiction cinema is about more than just state-of-the-art special effects. It has also provided a vehicle for film makers and writers to comment on their own societies and cultures. In this new study of the genre, James Chapman and Nicholas Cull examine a series of landmark science fiction films from the 1930s to the present. They include genre classics including *Things to Come*, *Forbidden Planet*, *Planet of the Apes* and *2001: A Space Odyssey* alongside modern blockbusters *Star Wars* and *Avatar*. They consider both screen originals and adaptations of the work of major science fiction authors such as H.G. Wells and Arthur C. Clarke. They range widely across the genre from pulp adventure and space opera to political allegory and speculative documentary; there is even a science fiction musical. Chapman and Cull explore the contexts and document the production histories of each film to show how they made their way to the screen and why they turned out the way they did. Informed throughout by extensive original research in US and British archives, *Projecting Tomorrow* will be essential reading for all students and fans of science fiction cinema.     **A Companion**

**to Television** Janet Wasko, Eileen R. Meehan, 2020-03-17 The latest edition of the acclaimed volume on television studies featuring new original essays from leading scholars in the field. Although the digital age has radically altered the media and communications landscape worldwide, television continues to play a significant part of our lives. From its earliest beginnings through to the present day, television and its influence has been the subject of extensive study, critique and analysis. *A Companion to Television* brings together contributions from prominent international scholars comprising a wide range of

perspectives on the medium Original essays define television in its current state explore why it is still relevant survey the ways in which television has been studied discuss how television has changed and consider what television might look like in the future Now in its second edition this compendium includes fresh chapters that cover technological changes affecting television contemporary approaches to understanding television audiences new programming trends and developments and more Addressing nine key areas of television studies such as industry genres programs and audiences the Companion offers readers a balanced well rounded integrative approach to scholarship in the field This volume Provides overviews of extensive original research from leading scholars and theorists Examines television s development and significance in various regions of the world Includes national and regional outlines of television around the world Features theoretical overviews of various critical approaches to television studies Explores historical economic institutional political and cultural issues studied by media scholars Presenting diverse perspectives on topics ranging from television advertising to satirical representations of the industry A Companion to Television Second Edition is an invaluable resource for those in undergraduate courses in television studies as well as in general media studies and communications

*The Television History Book* Michele Hilmes, Jason Jacobs, 2021-03-11 Traces the history of broadcasting and the influence developments in broadcasting have had over our social cultural and economic practices Examining the broadcasting traditions of the UK and USA The Television History Book make connections between events and tendencies that both unite and differentiate these national broadcasting traditions

*Itv Cultures: Independent Television Over Fifty Years* Johnson, Catherine, Turnock, Rob, 2005-09-01 Since breaking the BBC s monopoly in 1955 ITV has been at the centre of the British television landscape To coincide with the fiftieth anniversary of the first ITV broadcast this accessible book offers a range of perspectives on the complex and multifaceted history of Britain s first commercial broadcaster

**BOOK JACKET** **News Parade** Joseph Clark, 2020-05-19 A fascinating look at the United States conflicted relationship with news and the media through the lens of the newsreel When weekly newsreels launched in the early twentieth century they offered the U S public the first weekly record of events that symbolized indisputable evidence of the news In News Parade Joseph Clark examines the history of the newsreel and how it changed the way Americans saw the world He combines an examination of the newsreel s methods of production distribution and reception with an analysis of its representational strategies to understand the newsreel s place in the history of twentieth century American culture and film history Clark focuses on the sound newsreel of the 1930s and 1940s arguing that it represents a crucial moment in the development of a spectacular society where media representations of reality became more fully integrated into commodity culture Using several case studies including the newsreel s coverage of Charles Lindbergh s transatlantic flight and the Sino Japanese War News Parade shows how news film transformed the relationship between its audience and current events as well as the social and political consequences of these changes It pays particular attention to how discourses of race and gender worked together with the rhetoric of speed mobility and authority to establish

the power and privilege of newsreel spectatorship In the age of fake news and the profound changes to journalism brought on by the internet News Parade demonstrates how new technologies and media reshaped the American public's relationship with the news in the 1930s a history that can help us to better understand the transformations happening today

**Recycled Stars** Mary R. Desjardins, 2015-04-26 The popularity of television in postwar suburban America had a devastating effect on the traditional Hollywood studio system Yet many aging Hollywood stars used television to revive their fading careers In *Recycled Stars* Mary R Desjardins examines the recirculation ownership and control of female film stars and their images in television print and new media Female stardom she argues is central to understanding both the anxieties and the pleasures that these figures evoke in their audiences psyches through patterns of fame decline and return From Gloria Swanson Loretta Young Ida Lupino and Lucille Ball who found new careers in early television to Maureen O'Hara's high profile 1957 lawsuit against the scandal magazine *Confidential* to the reappropriation of iconic star images by experimental filmmakers video artists and fans this book explores the contours of female stars' resilience as they struggled to create new contexts for their waning images across emerging media

**British Social Realism in the Arts since 1940** D. Tucker, 2011-07-01 This is the first book of its kind to look across disciplines at this vital aspect of British art literature and culture It brings the various intertwined histories of social realism into historical perspective and argues that this sometimes marginalized genre is still an important reference point for creativity in Britain

TV Critics and Popular Culture Paul Rixon, 2011-11-30 Ever since the first scheduled television broadcasts began in the 1930s newspapers and magazines took quickly to reviewing this revolutionary new medium The task of television criticism in the public domain initially fell to radio critics and journalists but the 1950s saw the rise of the dedicated TV critic These critics including Peter Black Philip Porsor and Clive James played an important part in shaping the public discourse about television This new book explores the evolution of television criticism in Britain exploring different types of TV critics and reviewers the form of their work and evaluates their importance in our understanding of the way television has become such an integral part of modern culture It also asks whether with the birth of new technologies is the TV critic a dying breed This is an important contribution to the fields of Journalism and Television Studies Cultural Studies and contemporary History

Sunday Craig Harline, 2011-09-13 The mere mention of Sunday will immediately conjure up a rich mix of memories associations and ideas for most anyone of any age Whatever we think of be it attending church reading a bulky newspaper eating brunch or watching football Sunday occupies a unique place in Western civilization But how did we come to have a day with such a singular set of traditions Here historian Craig Harline examines Sunday from its ancient beginnings to contemporary America in a fascinating blend of stories and analysis For the earliest Christians the first day of the week was a time to celebrate the liturgy observe the Resurrection and work But over time Sunday in the Western world took on still other meanings and rituals especially in the addition of both rest and recreation to the day's activities Harline illuminates these changes in enlightening profiles of

Sunday in medieval Catholic England Sunday in the Reformation and Sunday in nineteenth century France home of the most envied and sometimes despised Sunday of the modern world He continues with moving portraits of soldiers and civilians trying to observe Sunday during World War I examines the quiet Sunday of England in the 1930s and concludes with the convergence of various European traditions in the American Sunday which also adds some distinctly original habits of its own such as in the realms of commerce and professional sports With engaging prose and scholarly integrity Sunday is an entertaining and long overdue look at a significant hallmark of Western culture **Adam West as a Signature Role TV**

**Star** Carl Sweeney,2025-03-11 This book proposes the signature role TV star as a new theoretical category of stardom by evaluating Adam West as a quintessential example of this type of figure West was best known for playing the titular role in the 1960s television series Batman After Batman was cancelled West was unable to develop a lasting career as a mainstream leading man meaning that his signature role remained the defining aspect of his public image In various ways West demonstrated that the strong link with a signature televisual role can generate new inflections over time meaning that he embodies both the advantages and disadvantages of this form of stardom The analysis of West as an archetypal signature role TV star is accomplished within a star studies theoretical framework that focuses on his onscreen roles his promotional and publicity appearances and criticism and commentary materials about him The signature role TV star category proposed in this book can be utilised to illuminate the significance of other television stars who have been overlooked by scholars This book will have relevance for undergraduate and postgraduate students of Film Studies Television Studies Media and Communication Studies Cultural Studies Visual Studies and Comics Studies We Are What We Sell Danielle Sarver

Coombs,Bob Batchelor,2014-01-15 For the last 150 years advertising has created a consumer culture in the United States shaping every facet of American life from what we eat and drink to the clothes we wear and the cars we drive In the United States advertising has carved out an essential place in American culture and advertising messages undoubtedly play a significant role in determining how people interpret the world around them This three volume set examines the myriad ways that advertising has influenced many aspects of 20th century American society such as popular culture politics and the economy Advertising not only played a critical role in selling goods to an eager public but it also served to establish the now world renowned consumer culture of our country and fuel the notion of the American dream The collection spotlights the most important advertising campaigns brands and companies in American history from the late 1800s to modern day Each fact driven essay provides insight and in depth analysis that general readers will find fascinating as well as historical details and contextual nuance students and researchers will greatly appreciate These volumes demonstrate why advertising is absolutely necessary not only for companies behind the messaging but also in defining what it means to be an American

Stars and Silhouettes Joceline Andersen,2020-10-13 Extensive account of the cameo s production history and how audiences affirm their mastery of celebrity culture Stars and Silhouettes The History of the Cameo Role in Hollywood traces

the history of the cameo as it emerged in twentieth century cinema Although the cameo has existed in film culture for over a century Joceline Andersen explains that this role cannot be strictly defined because it exists as a constellation of interactions between duration and recognition dependent on who is watching and when Even audiences of the twenty first century who are inundated by the lives of movie stars and habituated to images of their personal friends on screens continue to find cameos surprising and engaging Cameos reveal the links between our obsession with celebrity and our desire to participate in the powerful cultural industries within contemporary society Chapter 1 begins with the cameo s precedents in visual culture and the portrait in particular from the Vitagraph executives in the 1910s to the emergence of actors as movie stars shortly after Chapter 2 explores the fan centric desire for behind the scenes visions of Hollywood that accounted for the success of cameo laden Hollywood set films that autocratic studios used to make their glamorous line up of stars as visible as possible Chapter 3 traces the development of the cameo in comedy where cameos began to show not only glimpses of celebrities at their best but also of celebrities at their worst Chapter 4 examines how the television guest spot became an important way for stars and studios to market both their films and stars from other media in trades that reflected an increasingly integrated mediascape In Chapter 5 Andersen examines auteur cameos and the cameo as a sign of authorship Director cameos reaffirm the fan s interest in the film not just as a stage for actors but as a forum for the visibility of the director Cameos create a participatory space for viewers where recognizing those singled out among extras and small roles allows fans to demonstrate their knowledge Stars and Silhouettes belongs on the shelf of every scholar student and reader interested in film history and star studies

The Joy of Sets Chris Horrocks, 2017-12-22 It is a modern activity one of the primary ways we consume information and entertainment something we ll do over dinner at a bar or even standing on the street peering into a store window watch TV Many of us spend countless hours in front of the tube and even those of us who have proudly eliminated it from our lives can probably still rattle off the names of today s most popular shows But for as crucial as television viewing is in modern culture the television set itself as a ubiquitous object in our environment rarely captures our attention turn one off and it seems to all but disappear In this book Chris Horrocks tells the story of the television set exploring its contradictory presence in our lives as both a material object and a conveyor of illusory images Horrocks begins in the nineteenth century and television s prehistory as a fantastic futuristic concept He follows the television s journey from its strange roots in spiritualism imperialism and Victorian experiments in electro magnetism to the contested accounts of its actual invention looking at the work of engineering pioneers such as Philo Farnsworth and John Logie Baird Unboxing sets all across the world he details how it arrived as an essential consumer product and began to play an extraordinary role as a bridge between public and private life Horrocks describes how the console and cabinet themselves expressed status and good taste and how their designs drew on cultural phenomena such as the space race and the avant garde He discusses how we have both loved it for what it can provide and reviled it as a sinister object literally controlling

our thoughts and he shows how it has figured in other cultural realms such as the work of artists like Wolf Vostell and Nam June Paik Finally Horrock laments the death of the cathode ray tube and the emergence of the flat screen which has reduced the presence of the television as a significant material object Altogether The Joy of Sets brings this most elusive object into crystal clear critical and historical focus *First Lady of Laughs* Grace Kessler Overbeke,2024-09-17 Before Hacks and The Marvelous Mrs Maisel there was the comedienne who started it all First Lady of Laughs tells the story of Jean Carroll the first Jewish woman to become a star in the field we now call stand up comedy Though rarely mentioned among the pantheon of early stand up comics such as Henny Youngman and Lenny Bruce Jean Carroll rivaled or even outshone the male counterparts of her heyday playing more major theaters than any other comedian of her period In addition to releasing a hit comedy album *Girl in a Hot Steam Bath* and briefly starring in her own sitcom on ABC she also made twenty nine appearances on The Ed Sullivan Show Carroll made enduring changes to the genre of stand up comedy carving space for women and modeling a new form of Jewish femininity with her glamorous acculturated but still recognizably Jewish persona She innovated a newly conversational intimate style of stand up which is now recognized in comics like Joan Rivers Sarah Silverman and Tiffany Haddish When Carroll was ninety five she was honored at the Friars Club in New York City where celebrities like Joy Behar and Lily Tomlin praised her influence on their craft But her celebrated career began as an impoverished immigrant child scrounging for talent show prize money to support her family Drawing on archival footage press clippings and Jean Carroll s personal scrapbook *First Lady of Laughs* restores Jean Carroll s remarkable story to its rightful place in the lineage of comedy history and Jewish American performance **Precocious Charms** Gaylyn Studlar,2013-01-15 In *Precocious Charms* Gaylyn Studlar examines how Hollywood presented female stars as young girls or girls on the verge of becoming women Child stars are part of this study but so too are adult actresses who created motion picture masquerades of youthfulness Studlar details how Mary Pickford Shirley Temple Deanna Durbin Elizabeth Taylor Jennifer Jones and Audrey Hepburn performed girlhood in their films She charts the multifaceted processes that linked their juvenated star personas to a wide variety of cultural influences ranging from Victorian sentimental art to New Look fashion from nineteenth century children s literature to post World War II sexology and from grand opera to 1930s radio comedy By moving beyond the general category of woman *Precocious Charms* leads to a new understanding of the complex pleasures Hollywood created for its audience during the half century when film stars were a major influence on America s cultural imagination ESPN Travis Vogan,2015-10-15 Once a shoestring operation built on plywood sets and Australian rules football ESPN has evolved into a media colossus A genius for cross promotion and its near mystical rapport with its viewers empower the network to set agendas and create superstars to curate sports history even as it mainstreams the latest cultural trends Travis Vogan teams archival research and interviews with an all star cast to pen the definitive account of how ESPN turned X s and O s into billions of Vogan s institutional and cultural history focuses on the network since 1998 the year it

launched a high motor effort to craft its brand and grow audiences across media platforms As he shows innovative properties like SportsCentury ESPN The Magazine and 30 for 30 built the network s cultural cach This credibility in turn propelled ESPN s transformation into an entity that lapped its run of the mill competitors and helped fulfill its self proclaimed status as the Worldwide Leader in Sports Ambitious and long overdue ESPN The Making of a Sports Media Empire offers an inside look at how the network changed an industry and reshaped the very way we live as sports fans

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