

The Making Of American Audiences - Richard Butsch

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In The Making of American Audiences, Richard Butsch provides a comprehensive survey of American entertainment audiences from the colonial period to the modern day. Providing coverage of theatre, opera, vaudeville, minstrelsy, movies, radio and television, he examines the evolution of audience practices as each genre supplanted another as the primary popular entertainment. Based on original historical research, this volume exposes how audiences made themselves through their practices - how they asserted control over their own entertainments and their own behaviour. Importantly, Butsch articulates two long-term processes: pacification and privatization. Whereas during the nineteenth century, overactive audiences represented a threat to civic order through their unruly behaviour, in the twentieth century, audiences have become more passive, dependent upon and controlled by media messages. This timely study serves as an important contribution to communication research, as well as American cultural history and cultural studies. Author: Butsch, Richard Publisher: Cambridge University Press Illustration: N Language: ENG Title: The Making of American Audiences Pages: 00448 (Encrypted PDF) On Sale: 2000-04-24 SKU-13/ISBN: 9780521662536 Lib Category: Television viewers - United States Lib Category: Performing arts - Audiences - United States Category: Social Science : Media Studies

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