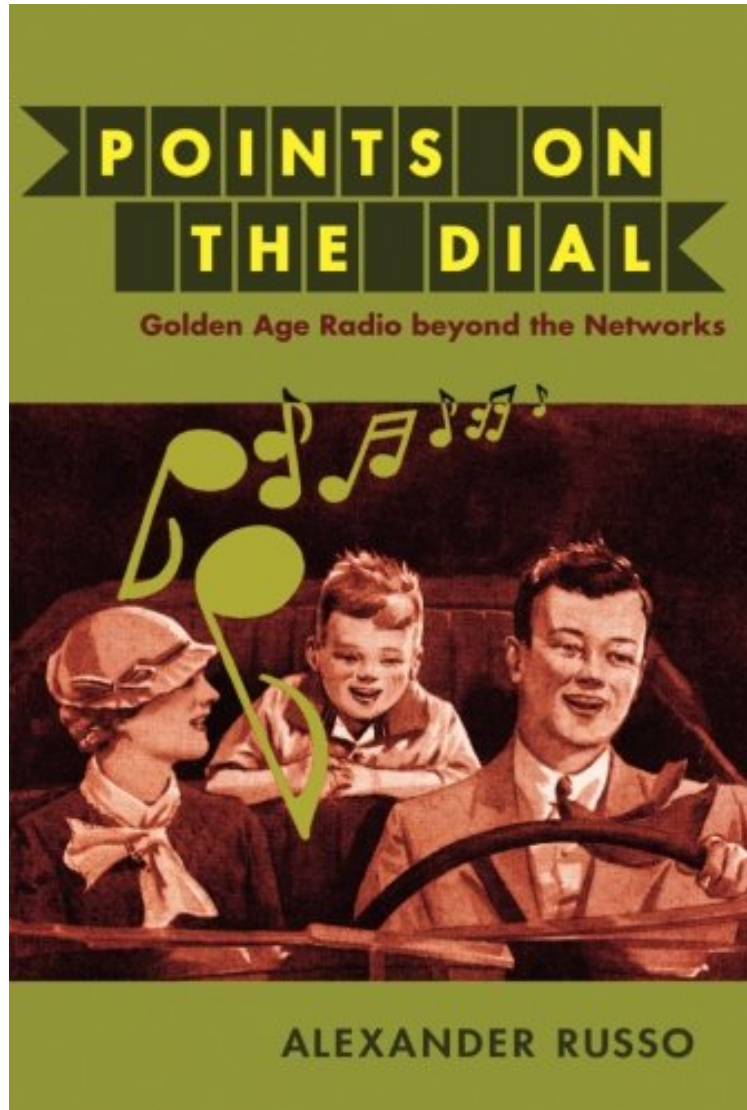


(Download free pdf) Points on the Dial: Golden Age Radio beyond the Networks

Points on the Dial: Golden Age Radio beyond the Networks

Alexander Russo

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Alexander Russo : Points on the Dial: Golden Age Radio beyond the Networks before purchasing it in order to gauge whether or not it would be worth my time, and all praised Points on the Dial: Golden Age Radio beyond the Networks:

The golden age of radio is often recalled as a time when the medium unified the nation, when families gathered around the radios in homes across the country to listen to live, commercially sponsored network broadcasts. In Points on the

Dial, Alexander Russo revises our understanding of radio's past by revealing the hidden histories of production, distribution, and reception practices during this era, which extended from the 1920s into the 1950s. Russo brings to light a tiered broadcasting system with intermingling but distinct national, regional, and local programming forms, sponsorship patterns, and methods of program distribution. Examining a wide range of practices, including regional networking, sound-on-disc transcription, the use of station representatives, spot advertising, and programming aimed at homes with several radios, he not only recasts our understanding of the relationship between national networks and local stations but also charts the development of new ways of listening—often distractedly rather than attentively—that set the stage for radio in the second half of the twentieth century.

Points on the Dial: Golden Age Radio beyond the Networks is not only interesting but also informative. If Russo's read on radio is right, history may help inform the nature of radio as it proceeds into a digital era where geographies of consumption and listening are drastically altered by the technologies of production and distribution. - John F. Barber, Leonardo's