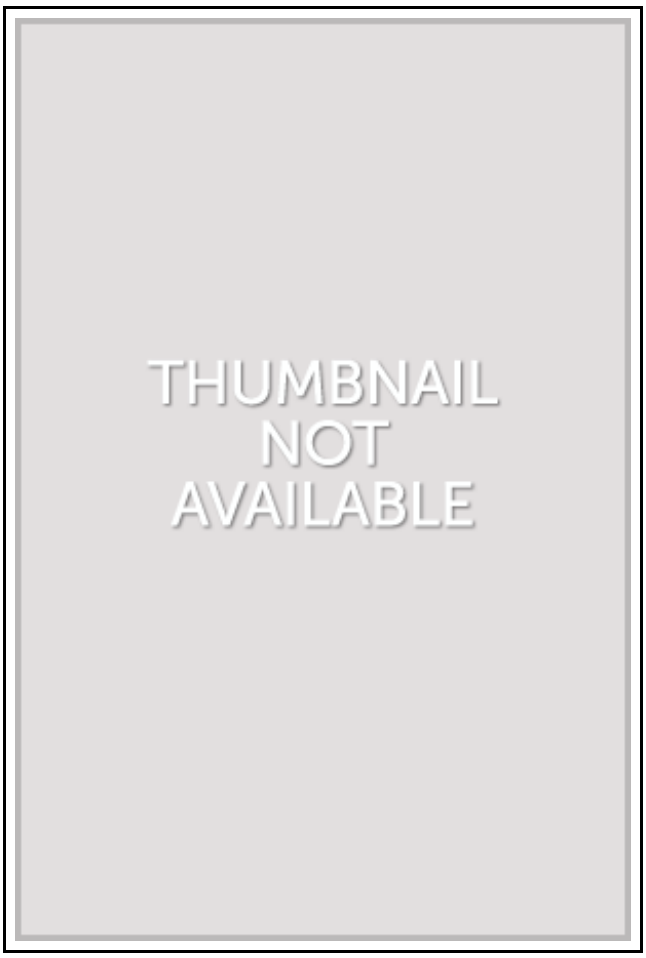
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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Mass Communication: Television, Radio, Film, Press; The Media and Their Practice in the United States of America To Americans who are seldom out of reach of a radio, seldom go a day without seeing a television program, seldom sit in a chair without finding a magazine, newspaper, comic book or pocket book at hand, seldom go from one place to another without getting advice from billboard, car card or loudspeaker, seldom go a week without seeing a movie at a theater, school, club, church or office-to people who are surrounded by these influences and take them for granted it may be difficult to think of them as representing a revolution. Yet they are a revolution in men s ways of disseminating information and ideas. It has been called the communications revolution. The devices that made it possible had their roots in centuries long gone. At first they developed slowly. But during the nineteenth and twentieth centuries their development, suddenly speeded by social change, has surged forward like a series of rocket explosions. These explosions comprise our communications revolution, which is a part of the Industrial Revolution. To see clearly its scope and meaning, let us review it rapidly. Before it all began. When the thirteen colonies declared their independence in 1776, the people got the news largely by word of mouth. Most people could not read. The streams of talk were fed by a trickle of printed matter, produced for the few who could read. There were newspapers, pamphlets, broadsides, books. The newspapers were read aloud in the coffeehouses. Perhaps it is misleading to call them newspapers. About the Publisher Forgotten Books publishes hundreds of...

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