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Hollywood TV: The Studio System in the Fifties (Texas Film Studies Series)

Christopher Anderson

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#6529171 in Books Univ of Texas Pr 1994-07Original language:EnglishPDF # 1 9.50 x 6.50 x 1.00l, #File Name: 0292730594355 pages | File size: 49.Mb

Christopher Anderson : Hollywood TV: The Studio System in the Fifties (Texas Film Studies Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Hollywood TV: The Studio System in the Fifties (Texas Film Studies Series):

3 of 3 people found the following review helpful. TV: It's more than meets the eyeBy Christopher J LynchAs a writer working on a biography of a famous child star, I bought this book as a reference guide to help me understand the evolution of television during the 1950s - what I got was a lot more. Mr. Anderson not only lays out the factual and chronological history of the golden age of television, he sets it neatly against the backdrop of the social, political and cultural changes that occurred during that time, changes that not only influenced TV, but in some cases were driven by it. The book is peppered with delightful anecdotes as well as factual information. I would recommend this book to anyone who would like to understand how we got to where are today.3 of 3 people found the following review helpful. A good research workBy Markku OjanenThis book is based on a very thorough reseach. As the title tells this books is about the attitudes of major studios toward TV in the early fifties. There is lot of interesting data, though this book is not for a general public, but rather for those who really care about TV history. It is very useful to know something about the studios in order to enjoy this book. Recommended for those wanting to know how the big studios thought about TV and what their methods were.0 of 0 people found the following review helpful. Decent History Text Book,

Not Good For Reference
By Chris C. I enjoy Movie and Television History, so ordered this book. It reads more like a school text book, but has decent historical account with good illustrations. It serves my purpose well providing useful history going back to early movie studio days and the transition into television as well as mass media. It is not a reference book, so not good for just looking up information although it does contain useful information in the back of the book. Overall, I would recommend this book to anyone who is a Movie or TV buff and likes the history about the industry and how things came about.

The 1950s was one of the most turbulent periods in the history of motion pictures and television. During the decade, as Hollywood's most powerful studios and independent producers shifted into TV production, TV replaced film as America's principal postwar culture industry. This pioneering study offers the first thorough exploration of the movie industry's shaping role in the development of television and its narrative forms. Drawing on the archives of Warner Bros. and David O. Selznick Productions and on interviews with participants in both industries, Christopher Anderson demonstrates how the episodic telefilm series, a clear descendant of the feature film, became and has remained the dominant narrative form in prime-time TV. This research suggests that the postwar motion picture industry was less an empire on the verge of ruin than common wisdom has it than one struggling under unsettling conditions to redefine its frontiers. Beyond the obvious contribution to film and television studies, these findings add an important chapter to the study of American popular culture of the postwar period.

From Publishers Weekly
Students of popular culture will find this exhaustive study of television and the motion picture industry illuminating, and not only because it turns on its head the commonly held assumption that television undermined the film industry. Drawing on the experience of Warner Bros., David O. Selznick and Walt Disney, Anderson, who teaches telecommunications at Indiana University, points out that the major film studios and independent producers moved into television production in the 1950s as new medium's popularity grew and, in fact, played a major role in its development. Television's emergence offered the studios "a perfunctory salvation, an opportunity to reorganize and sustain established production operations when other social, economic and political forces threatened to end the studios' established hegemony in the movie industry." Furthermore, as dominant suppliers of television content, motion picture producers filled the airwaves with episodic series, borrowing narrative and production techniques developed for churning out B-movies. Anderson really excels when demonstrating television's role in influencing popular culture of the postwar period. Disney, who perhaps best understood the power of television, used the small screen to integrate the promotion of his company's movies, cartoon characters and latest venture, Disneyland, part of the brave new concept of "total merchandising." Copyright 1994 Cahners Business Information, Inc. "Most definitely a book worth reading and an important contribution to media history. . . . Anderson blazes trails for continued investigation into the many historical questions surrounding the integration of film and television, questions highly relevant to the American mediascape of the 1990s." (Historical Journal of Film, Radio, and Television)
About the Author
Christopher Anderson is Associate Professor of Communication Culture at Indiana University
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