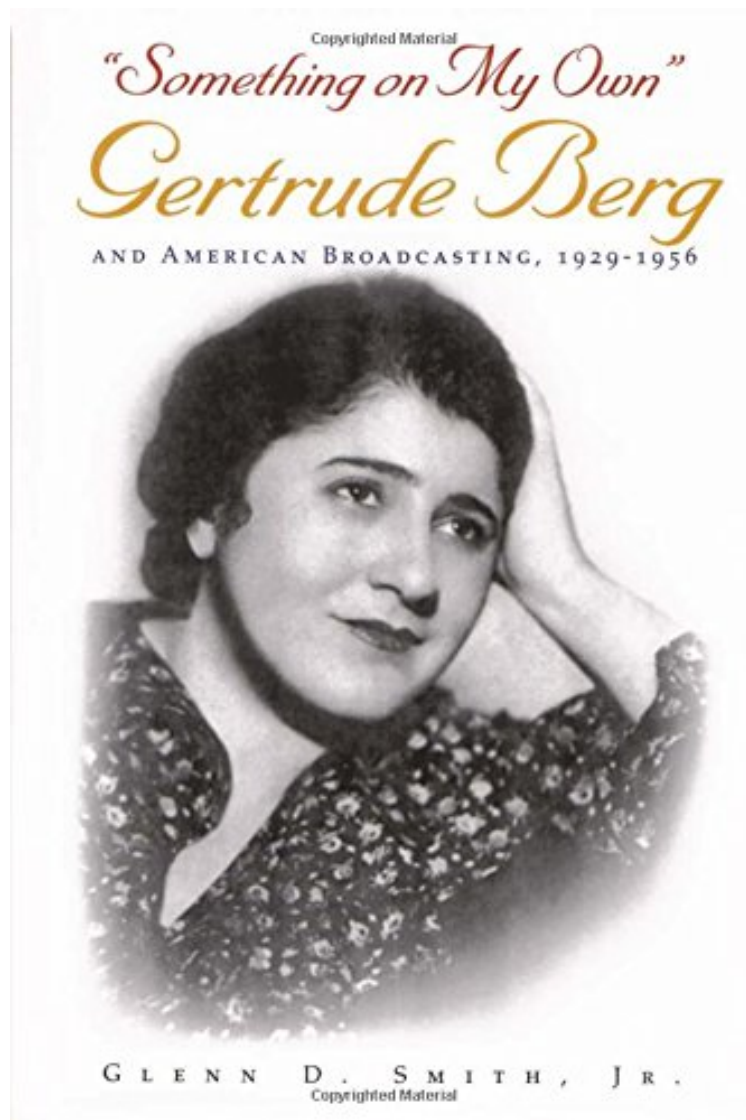


(Ebook free) "Something on My Own": Gertrude Berg and American Broadcasting, 1929-1956 (Television and Popular Culture)

"Something on My Own": Gertrude Berg and American Broadcasting, 1929-1956 (Television and Popular Culture)

Glenn Smith

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3 of 3 people found the following review helpful. The real first lady of televisionBy GRTSDCAIt is sad how history

forgets the icons of the past so easily. Gertrude Berg was the pioneer for women in both radio and in television, she preceded Lucille Ball and much of the Lucy's success can easily be attributed to Mrs. Berg. The author did a marvelous job in researching and providing a detail summary of her career. This book gives you and up close and personal look at who this wonderful first lady of television was. It's time that society remember her great contributions. Please do buy this book and enjoy reading every page. 3 of 3 people found the following review helpful. What a woman! By W. Bishop For anyone to have not known The genius of Gertrude Berg is truly their loss. I watch her everyday and enjoy something new everyday from her, Thankyou Molly! 0 of 0 people found the following review helpful. Five Stars By Albert Snyder Wonderful biography of one of my favourite stars.

In 1929 "The Goldbergs" debuted on the air, introducing Gertrude Berg -- and her radio alter ego, Bronx housewife Molly Goldberg - to the nation. The show would become one of the most beloved and enduring sitcoms of Golden Age radio, and early TV. At the helm was Berg who, as creator, star, writer, and producer, became a force to be reckoned with. This multi-faceted biography provides a penetrating look at how Gertrude Berg carved a special place for herself in the annals of broadcast history. Decades before Lucille Ball, Berg triumphed as a woman of commercial and creative consequence in what was essentially a male-dominated arena. For over three decades, Berg's "Molly" fluttered about and hung out her kitchen window dispensing motherly advice laced with engaging malapropisms, insights, and lots of "schmaltz". The show offered a warmly comedic look at the lives and dreams of working-class American Jews, and subtle insights into the nature of assimilation. While Molly, husband Jake, and Uncle David represent Old World Jewish stereotypes, children Rosalie and Sammy are as American as apple pie. Berg makes it clear that the only thing separating shtetl and middle-class new world values is style. Drawing on Gertrude Berg's papers at Syracuse University's Bird Library, and rare interviews with her family and colleagues, the author reveals her as shrewd, creative, and forthright. Unlike "Molly," Berg was a cultivated woman and a Columbia graduate. A pioneer in the concept of product tie-in, she parlayed the show's popularity into a movie, short stories, and even a cookbook. In 1951 she stood up to the blacklist by refusing to fire longtime co-star Philip Loeb who was under fire by the House un-American Committee. The book also chronicles Berg's accomplishments in theater, film, and literature.

A major figure in broadcast history and a key player in Jewish popular culture...Smith more than makes his case for Berg's historical significance. -- The Journal of American History An engrossing narrative of a woman who became hugely popular--and powerful--during the first half of the twentieth century. -- Shofar Books, Midwest Jewish Studies Association Berg was a trailblazer for actors to follow for years to come. This well-written, well-documented book is highly recommended. -- Association of Jewish Libraries Newsletter Smith has added to [the] body of knowledge. . . . This book is the rediscovery of Berg and the media empire she created. -- American Journalism Smith...is at his best in chronicling Berg's tortured relationships with networks and sponsors...first comprehensive biography of the star... -- David Marc, TV Quarterly, Volume 34, Issue 1, Fall 2007 About the Author Glenn D. Smith, Jr. is a visiting assistant professor in communications at Mississippi State University.