



The End of Television?: Its Impact on the World (So Far) (The ANNALS of the American Academy of Political and Social Science Series)

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Is television dead? The classic television era of the 1950s and 1960s, characterized by limited choices of programs broadcast on over the air channels to families as if they were seated around a hearth – and to a nation as if gathered around a campfire – has indeed ended.

Throughout the drastic evolution of this media, thousands of studies have examined the short-term effects of television, such as the evaluation of persuasion campaigns. Yet there is scant research on the overreaching sociological impacts of television and its centrality to Western culture over the past 60 years. This compelling volume of **The ANNALS** is the first collection of rigorous articles devoted to studying ways in which television has impacted our values, ideologies, institutions, social structure, and culture.

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