Contents

ix	Series Editor's Foreword
хi	Acknowledgments
xiii	Introduction
1	1. The Voluntary Propagandists
9	2. Americans and Their Mass Media in 1945
30	3. Test Patterns: Television Comes to America, 1945–1955
59	4. The War for Attention: Responding to Television, 1947–1958
91	5. Evenings of Avoidance: Television in the 1960s
117	6. Competing for the Marginal: Television's Rivals, 1958–1970
143	7. Network Television Triumphant, 1970-1981
175	8. The Babel Builders: Television's Rivals, 1970–1990
211	9. The Shrinking Mass: Television and Mass Culture in the 1980s
223	Bibliographical Essay
245	Index