Contents

Pretace	1X
Introduction: The Dominant Medium	xiii
Part I: Our Personal Lives	
Chapter 1: Pictures in Our Heads: "Watching" Radio	3
Chapter 2: Learning to Watch: TV and Perception	11
Chapter 3: Watching Together or Alone: Uniting and Dividing	19
Chapter 4: Mainstreaming: How TV Creates Norms	27
Chapter 5: Amateurs Performing: "Reality" Television	37
Chapter 6: Airing Our Lives: Broadcast Revelations	49
Chapter 7: The Price of Admission: Commercials	57
Part II: Our Democracy	
Chapter 8: Staggering Costs: TV and Elections	69
Chapter 9: Pressure through Pictures: Governing and TV	81
Chapter 10: Bleeding Leads: News Dissemination	95
Part III: Our Society	
Chapter 11: Learning from the Screen:	
Television and Education	109
Chapter 12: Doctors and Patients: Television and Medicine	121
Chapter 13: Criminal Justice: Television and the Law	131
Chapter 14: Financing the Game: TV and Professional Sports	141

Contents

Part IV: Our World	
Chapter 15: Broadcast Cultures: TV in the World	155
Chapter 16: Multiplying Channels: Proliferation and Fragmentation	165
Chapter 17: Nothing Out of Range: The Prevalence of TV Cameras	173
Chapter 18: The Future of TV: Technology, Content, Effects	181
Conclusion	
Chapter 19: American Life after Sixty Years of TV	193
References	203
Index	213