



Inventing American Broadcasting, 1899-1922 (Johns Hopkins Studies in the History of Technology)

Susan J. Douglas

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Such organizations as AT&T, General Electric, and the U.S. Navy played major roles in radio's evolution, but early press coverage may have decisively steered radio in the direction of mass entertainment. Susan J. Douglas reveals the origins of a corporate media system that today dominates the content and form of American communication.

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