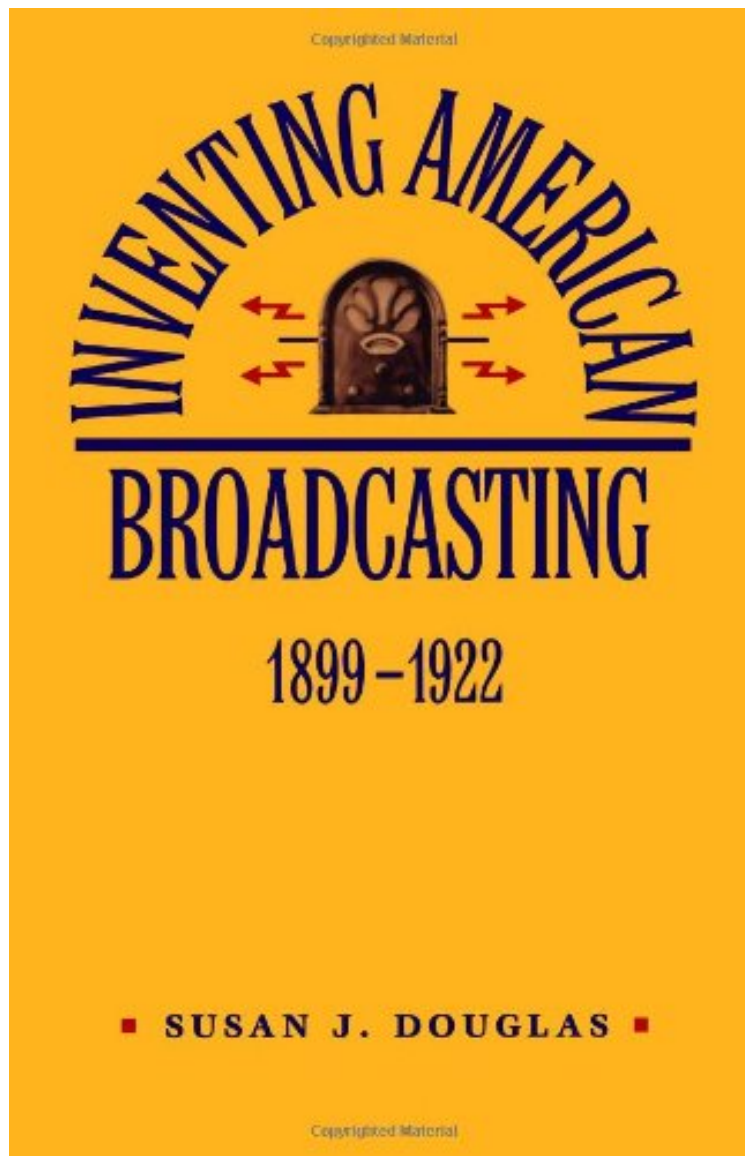


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## **Inventing American Broadcasting, 1899-1922 (Johns Hopkins Studies in the History of Technology)**

*Susan J. Douglas*

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**Susan J. Douglas : Inventing American Broadcasting, 1899-1922 (Johns Hopkins Studies in the History of Technology)** before purchasing it in order to gage whether or not it would be worth my time, and all praised *Inventing American Broadcasting, 1899-1922* (Johns Hopkins Studies in the History of Technology):

7 of 7 people found the following review helpful. They called Marconi crazy  
By Dr. Bill  
An interesting history of the development of broadcasting in America, which curiously started in Italy by the Irish-Italian Guglielmo Marconi. The problem Marconi was trying to solve was the creation of a wireless telegraph and through his and the efforts of others, radio broadcasting was invented, albeit as a by-product. This is the story of the technical breakthroughs that had to be developed, the intense competition between Marconi, Fessenden, Lee De Forest, the patent disputes, the shady claims made to raise capital, and the early use of marketing and manipulating the press. As a microwave engineer, I found this history fascinating, but I think non-technical readers will enjoy it also.  
0 of 0 people found the following review helpful. inventing american broadcasting  
By Jeff  
Great book so far good information. Broadcasting made American revolved. Enjoyable book and learning information I did not know. Thank you for have this book in stock.  
0 of 0 people found the following review helpful. The beginnings of broadcasting.  
By Roy M Davis Jr  
I often have wondered how something get started. This puts names and places to the beginning of broadcasting. I would use this as a supplementary to a broadcast history class.

Such organizations as ATT, 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.

From Library Journal  
Good history of technology integrates institutional and economic history with biographies and technical events, then assesses these against a backdrop of their social and political milieu. It is cultural history in the broadest sense. The book by Abramson fails to do this: although it presents a massive quantity of research, the arrangement is almost strictly chronological, with no discussion of the impact of technical developments other than on subsequent technical events. Although the book is firmly grounded in the literature, its lack of a nontechnical framework severely limits its usefulness and makes for dull reading. For comprehensive collections only. Douglas's history of early radio is the converse: it assesses technical developments against their social and political background, brings to life important individuals, and clarifies their motives, strengths, and weaknesses. In key chapters, the author discusses the major role played by the press in deciding who would control the airwaves and argues that the Navy was not the positive developmental influence it was once thought to be. A solid work of scholarship, recommended for academic and larger public libraries. Donald J. Marion, Univ. of Minnesota Inst. of Technology Libs., Minneapolis  
Copyright 1987 Reed Business Information, Inc. "A superb portrait of the communications revolution that profoundly altered 20th-century life. It will provide fresh insights, and perhaps generate controversy." (Washington Post Book World)  
"A successful, at times elegant interdisciplinary work. Douglas combines discussions of technology and of business structure, portraits of inventors and amateurs, and analysis of internal navy organization to construct a convincing narrative on the importance of the 'pre-history' of radio. She draws from an impressive range of contemporary newspapers and technical magazines, government and business reports, and personal correspondence. This is a significant contribution to the understanding of American radio." (Robert B. Horowitz Business History)  
"Fascinating detail... A far clearer picture than has been previously available." (Journal of Communication)  
"Not only the best history of early radio we have, but also a valuable contribution to our understanding of twentieth-century America." (Daniel J. Czitrom, author of Media and the American Mind)  
"Arguably the most authoritative study of its kind to date and as such is an invaluable resource for anyone studying the origins of the nation's electronic media industry." "Not only the best history of early radio we have, but also a valuable contribution to our understanding of twentieth-century America." -- Daniel J. Czitrom, author of Media and the American Mind