



Make Room for TV: Television and the Family Ideal in Postwar America

Lynn Spigel

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Between 1948 and 1955, nearly two-thirds of all American families bought a television set—and a revolution in social life and popular culture was launched.

In this fascinating book, Lynn Spigel chronicles the enormous impact of television in the formative years of the new medium: how, over the course of a single decade, television became an intimate part of everyday life. What did Americans expect from it? What effects did the new daily ritual of watching television have on children? Was television welcomed as an unprecedented



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