

Introduction to Television Servicing / 166 pages / Wayne C. Brandenburg / McGraw-Hill, Gregg Division, 1979 / 9780070071766 / 1979

Shows efforts of the Radio Corporation of America (RCA) in the creation, development and introduction of the all-electronic TV system; explains how science made television a working reality. David Sarnoff tells of the early research and experiments. Shown is the first successful picture tube, the first experimental TV station, the problems of improving picture quality and reducing the size and cost of components at the transmitting and receiving ends, and the function of mobile units. How to Use the Book. The book can be used for an introductory course on analog and digital communications in different ways, depending on the background of the students and the teaching interests and responsibilities of the professors concerned. Here are two course models of how this may be done. When telephone service was only a few years old, interest developed in automating it. Notably, in 1897, A. B. Strowger, an undertaker from Kansas City, Missouri, devised the automatic step-by-step switch that bears his name. The first all-electronic television system was demonstrated by Philo T. Farnsworth in 1928, and then by Vladimir K. Zworykin in 1929. By 1939, the British Broadcasting Corporation (BBC) was broadcasting television on a commercial basis. Digital Communications. Acknowledgements Introduction. vi 1. Part I Theoretical frameworks 1 Television audience research: a critical history 2 Psychoanalytic theories: texts, readers and subjects. Part II Class, ideology and interpretation 3 Interpreting television: the Nationwide audience 4 The "Nationwide" Audience: a critical postscript. To give a book the title Television, Audiences and Cultural Studies is clearly to stake a number of claims and, in effect, to offer a number of hostages to fortune in respect of what each of the terms in the title (and their syntactic relations) might be taken to imply. I shall take them in reverse order, beginning with the last term, "cultural studies".