



# Television: The Life Story of a Technology (Greenwood Technographies)

By Alexander B. Magoun

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**Television: The Life Story of a Technology (Greenwood Technographies)** By Alexander B. Magoun

For better or worse, television has been the dominant medium of communication for 50 years. Almost all American households have a television set; many have more than one. Transmitting images and sounds electronically is a relatively recent invention, one that required passionate inventors, determined businessmen, government regulators, and willing consumers. This volume in the Greenwood **Technographies** series covers the entire history of television from 19th-century European conceptions of transmitting moving images electrically to the death of TV as a discrete system in a digital age. Magoun also discusses the changing face of television in the displays that people watch around the globe. *Television: The Life Story of a Technology* appeals to students and lay readers alike in highlighting key events and people: the American engineers and entrepreneurs such as Vladimir Zworykin and David Sarnoff who ignited the television industry; the bloom of programming choices in tandem with the Baby Boom generation; the development of cable and satellite TV; the Asians who innovated American inventions in videorecording and flat-panel displays; the use of TV in wartime; and the new worlds of digital and high-definition television. Based on the latest research, this crisply written, sometimes provocative survey includes a glossary, timeline, and bibliography for further information.

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### Editorial Review

#### Review

"Tracing the history of television from early inception through golden age, to the current world of flat screens, cable, and satellites, Magoun comprehensively overviews a medium now in everyone's memory... Readers are left with an appreciation for an old friend that they enjoyed having around, as well as recognition of the role that television has played in making entertainment and communication what it is today."

*(Choice)*

"In this history of television, Magoun not only explains the development and basic workings of this technology but also the processes, personalities, and business decisions involved, and TV's impact on American values. In a 'life cycle' framework, he traces TV from its protracted birth through the death of cathode tube TVs and resurrection in digital form. The author addresses issues relating to the paternity of inventions, government regulation, and changing broadcast standards."

*(Scitech Book News)*

"A handful of black-and-white photographs, a bibliography, and an index enhance this highly readable account, sure to fascinate lay readers and scholars alike."

*(Midwest Book Review)*

"Offers anyone with an interest in the story behind television's history an interesting and highly readable view of many of the people, corporate entities, and government agencies crucial to its invention and its subsequent technological development."

*(Patricia L. Dooley Journalism History)*

#### About the Author

**Alexander B. Magoun** is executive director of the David Sarnoff Library.

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