



Inside Prime Time (Communication and Society)

Todd Gitlin

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Prime time: those precious few hours every night when the three major television networks garner millions of dollars while tens of millions of Americans tune in. *Inside Prime Time* is a classic study of the workings of the Hollywood television industry, newly available with an updated introduction. *Inside Prime Time* takes us behind the scenes to reveal how prime-time shows get on the air, stay on the air, and are shaped by the political and cultural climate of their times. It provides an ethnography of the world of American commercial television, an analysis of that world's unwritten rules, and the most extensive study of the industry ever made.



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