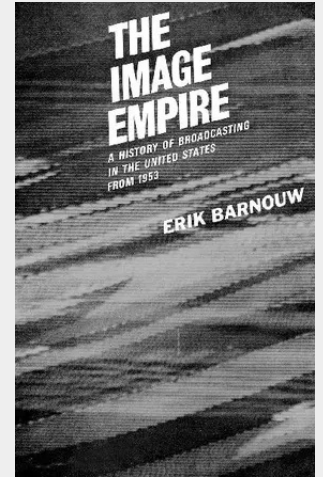


The Image Empire

A History of Broadcasting in the United States, Volume III--From 1953

During the iQSo's, in a frontier atmosphere of enterprise and sharp struggle, an American television system took shape. But even as it did so, its pioneers pushed beyond American borders and became programmers to scores of other nations. In its first decade United States television was already a world phenomenon. Since American radio had for some time had international ramifications, American images and sounds were radiating from transmitter towers throughout the globe. They were called entertainment or news or education but were always more. They were a reflection of a growing United States involvement in the lives of other nations an involvement of imperial scope. The role of broadcasters in this American expansion and in the era that produced it is the subject matter of The Image Empire, the last of three volumes comprising this study.

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