

Gray

Video Playtime

The Gendering of a Leisure Technology

The 1980s saw an explosion in the use of the domestic video cassette recorder (VCR), arguably the most significant new form of home entertainment technology since television. In *Video Playtime* Ann Gray investigates what women themselves felt about the VCR, both in terms of the ways these entertainment facilities were used within their households, and what kinds of programmes and films they themselves particularly enjoyed. Ann Gray draws heavily on verbatim quotes from discussions to provide a rich description of different types of household micro-cultures and to give readers more direct access to the women themselves and the ways in which they accounted for their own experience. *Video Playtime* addresses questions of domestic technology as well as those of taste and cultural preference, particularly in relation to class, addressing the dynamics of power within existing social and cultural relations and thereby setting the analysis within a much wider social context.

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61,10 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9780415058650

Medium: Buch

ISBN: 978-0-415-05865-0

Verlag: Routledge

Erscheinungstermin: 26.11.1992

Sprache(n): Englisch

Auflage: 1. Auflage 1992

Serie: Comedia

Produktform: Kartoniert

Gewicht: 399 g

Seiten: 288

Format (B x H): 140 x 216 mm

