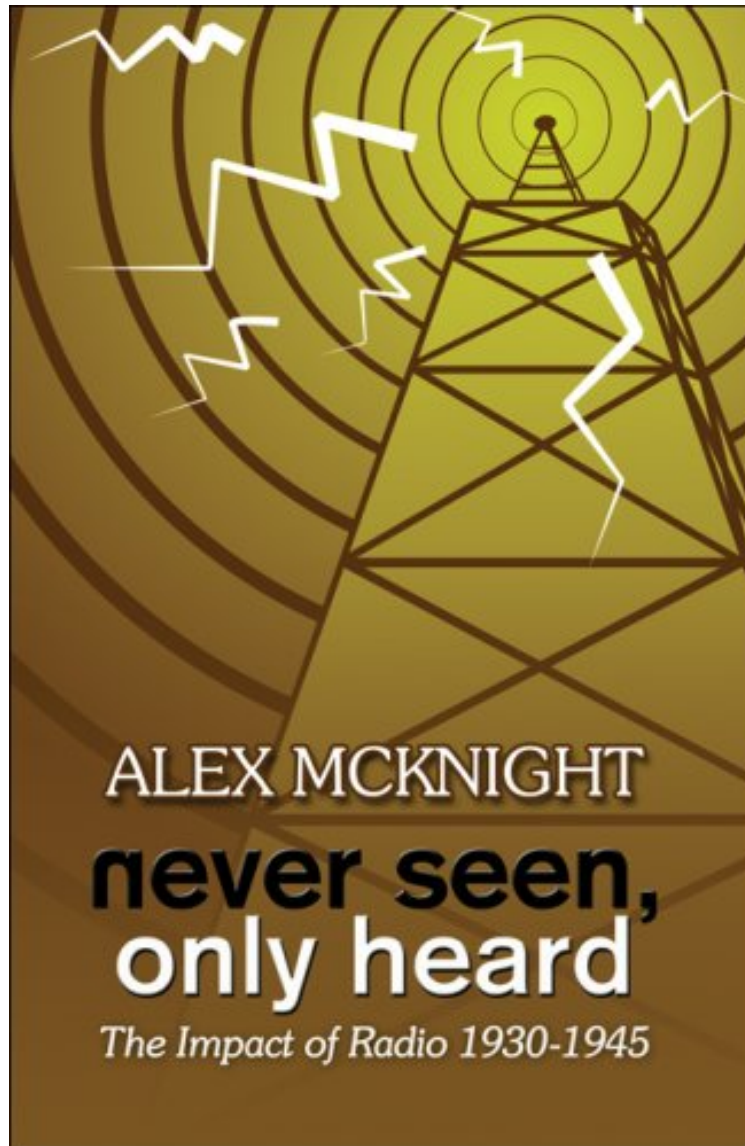


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Alex McKnight

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Never Seen, Only Heard: The Impact of Radio 1930-1945

Alex McKnight : Never Seen, Only Heard: The Impact of Radio 1930-1945 before purchasing it in order to gage whether or not it would be worth my time, and all praised *Never Seen, Only Heard: The Impact of Radio 1930-1945*:

2 of 2 people found the following review helpful. *The Thirties Revisited* By Alexander N. McKnight Sr. The Thirties were the years of The Depression. Things that were rarely depressing were the radio shows of that decade. Jack Benny, The Lone Ranger, The Shadow et.al. The Author takes us back, as if he were there. He was! Try it, you'll like it, especially if your over 50, or studying Communication or Journalism.

Radio experimentation began as early as the nineteenth century. Marconi and others tried to invent a way to transmit the human voice as they had Morses code. Not until the discovery of the vacuum tube by DeForrest was that dream realized. Westinghouse, General Electric and others worked feverishly on perfecting it. In 1921, after the war, Westinghouse bested other companies. KDKA in Pittsburgh went on the air. In the next two years hundreds of stations obtained licenses and followed suit. Radios greatest expansion was during the thirties. Demand for sets skyrocketed. Soon, virtually every household had the wooden box that talked. More diverse programming was developed. In addition to music, now drama, comedy and commercials were introduced. Networks and government agencies also emerged. However, it was during World War II that radio had its finest hour. No other medium could compete with radios immediacy and instant analysis of war news. Millions of Americans tuned in regularly.