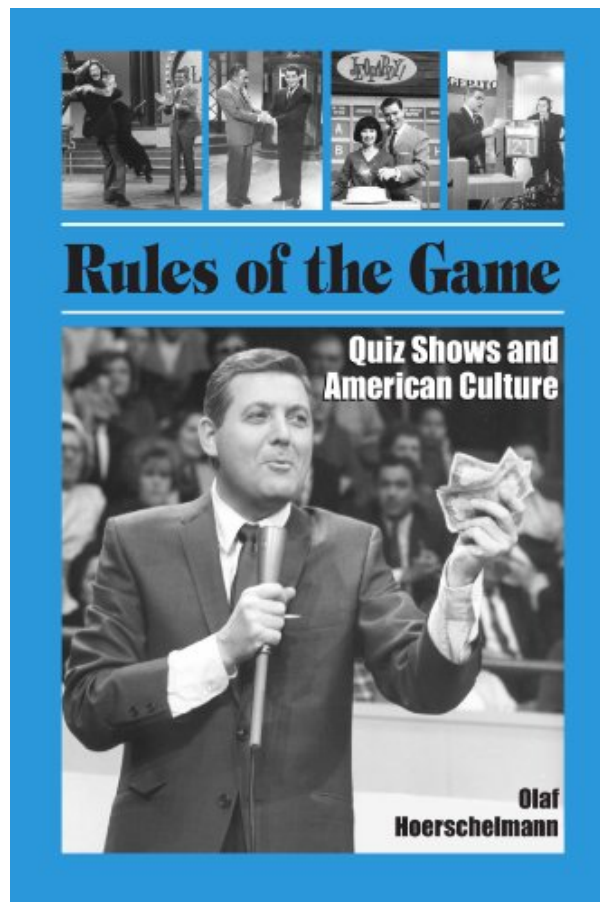


# **RULES OF THE GAME: QUIZ SHOWS AND AMERICAN CULTURE BY OLAF HOERSCHELMANN**



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# Rules of the Game



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## Review

"As the first in-depth, book-length investigation of quiz shows,

"With excellent research and intriguing readings of the programs, Hoerschelmann examines some very important issues, including a neglected but major broadcast genre, the differences in audience relations to television from cinema, and the political economy of the genre. More than just a general history of quiz and game shows, the book raises larger questions within television studies."

## From the Back Cover

From The \$64,000 Question and Twenty-One to Jeopardy and Who Wants to Be a Millionaire, quiz shows have permeated American culture ever since their beginnings in early radio. In Rules of the Game, Olaf Hoerschelmann critically examines the quiz show genre in American culture, drawing on a large body of radio and television programs and on archival materials relating to the broadcast industry, program sponsors, advertising agencies, and individual producers. Hoerschelmann relates quiz shows to the larger social and industrial structures from which they originate and examines the connection of quiz shows to the production of knowledge in American society. He also provides a rethinking of media genre theory, offering a detailed analysis of the text-audience relationships on quiz shows and their significance for the practice of broadcasting.

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About the Author

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- Sales Rank: #2593162 in Books
- Brand: Brand: State University of New York Press
- Published on: 2006-07-13
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .50" w x 6.00" l, .66 pounds
- Binding: Paperback
- 218 pages

## Features

- Used Book in Good Condition

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