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The BBC And Ultra-Modern Music, 1922-1936: Shaping A Nation's Tastes (Music In The Twentieth Century)



Synopsis

This book examines the BBC's campaign to raise the cultural awareness of British mass audiences in the early days of radio. As a specific case, it focuses on policies and plans behind transmissions of contemporary music between 1922, when the BBC was founded, and spring 1936. This reception study traces and analyzes the BBC's attempts to manipulate critical and public responses to this repertory.

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"impressive, in depth study- the first on the subject...This book is a model of scrulous scholarship and essential reading for anyone interested in the cultural role of the BBC in its formative years."

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