



The Classic Serial on Television and Radio

Robert Giddings, Keith Selby

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The classic serial, invented by BBC Radio Drama in the 1940s, survived and adapted itself to television, the arrival of colour and the global market in what has become a flood of classics with all channels competing for ratings and overseas sales. This book traces these developments and analyzes the genre's response to social, economic, technical and cultural changes, which have re-shaped it into the form we recognize. The book contains interview material with performers and media professionals.

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