



The Classic Serial on Television and Radio

By Robert Giddings, Keith Selby

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The classic serial, invented by BBC Radio Drama sixty years ago, 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 richly detailed book traces these developments and analyses the genre's response to social, economic, technical and cultural changes, which have re-shaped it into the form we recognise today. The book contains considerable interview material with performers and media professionals.

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Review

'...highly recommended...' - Choice

About the Author

ROBERT GIDDINGS is the author of many books and articles and he has written for radio and television and contributed to such radio and TV programmes as *Bookshelf*, *Kaleidoscope*, and *The Late Show*.

KEITH SELBY is an author. He previously taught at universities, colleges and in adult education. He has published fiction and poetry, has contributed many monographs, articles and reviews in Britain and the USA, and has produced and directed several educational video programmes.

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