Media Marathon
A Twentieth-Century Memoir

MEDIA MARATHON

Erik Barnouw
Book
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Author: Erik Barnouw

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One of the most respected and honored historians of the media, Erik Barnouw has been called a major national resource by The Nation. Norman Corwin dubbed him America’s Gibbon. He is the writer, says critic John Leonard, “from whom the rest of us steal instead of doing our research.” Media history is his subject, and, as this memoir makes so delightfully clear, it has also been Erik Barnouw’s life. Barnouw’s story, told with wit and charm in Media Marathon, is the story of American culture adjusting to the twentieth century, of new media repeatedly displacing the old in a century-long competitive upheaval.

Born in Holland in 1908 and an immigrant to the United States at the age of eleven, Barnouw spent his early working years in an astounding array of occupations—actor and stage manager, lyricist, translator, director, producer, teacher, and union official. This varied background, described here in rich detail, informs his writings about the world in which he moved, specifically regarding the shifting channels of twentieth-century mass communication.

From The Hague to retirement in Vermont, with stops in India, Japan, and Russia, Barnouw’s remarkable story gives readers the chance to relive crucial chapters of modern media history—and to relive them with one of that history’s masters as an incomparable guide. A book for those interested in the “mass media,” its evolution, and role in society, Media Marathon will appeal to students, scholars, and general readers alike.

Praise

“Award-winning communications scholar and filmmaker Erik Barnouw, now deceased, has left us an extraordinary legacy of scholarship essential for understanding the world of media as it developed during most of the twentieth century.” — William T. Murphy, Journal of the Association of Moving Image Archivists

“Eric Barnouw’s memoir is a follow through on his celebrated work as one of the most perceptive chroniclers of our generation. It is personal history at its best.” — Studs Terkel
Erik Barnouw is the author of, most notably, the three-volume *History of Broadcasting in the United States*, as well as a condensed version, *Tube of Plenty*, and is editor-in-chief of the *International Encyclopedia of Communications*. At the time of his death in 2001, he was Professor Emeritus of Dramatic Arts at Columbia University.

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The Sense of Brown

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A Taste for BROWN SUGAR

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Mireille Miller-Young
In the Wake

CHRISTINA SHARPE
In the Wake
On Blackness and Being

Black Feminism Reimagined
Marathon Media Group is a worldwide French television production company based in Paris that produces shows for all ages: children, teenagers and adults. The shows are dubbed into French (1st official), Japanese (2nd official), English, Thai, German, Dutch, Malay, Arabic, Italian, Romanian, Spanish, Portuguese, and other languages dubbed and shown around the world. A marathon is an event in which viewers or readers engage many hours' worth of media (film, television, books, YouTube videos etc.) in a condensed time period. This phrase represents a two-fold shift from binge-watch in that it incorporates other media (not just television) and it reduces the negative connotations associated with bingeing. In the 2014 book Media Marathoning: Immersions in Morality, Lisa Perks describes media marathoning as a "comprehensive and complimentary phrase" that "connotes a Marathon Media specializes in branding, graphic & website design. The importance for design and functionality are based on a mutual level of importance. We work with you personally to ensure that your design not only looks great, but also attracts your target market and helps you reach your business goals. Marathon Media is a French company in Neuilly-sur-Seine, France Founded in 1990 It does Teens, Childs and Parent Television series in very huge animation industry. The shows are dubbed into French (1st official), Japanese (2nd official), English, Thai, German, Dutch, Malay, Arabic, Italian, Romanian, Spanish, Portuguese, and other languages dubbed and shown around the world. Marathon Media Group was acquired by Zodiak Entertainment and renamed Marathon Media. Welcome to Marathon Media, a leading Marketing, PR & Social Media Consultancy working throughout the Staffordshire area. Our marketing consultancy service offers a professional and individual support and advisory service. Through our free initial consultation we work with our clients to identify the problems within YOUR business and with our 15 years of marketing and sales experience offer our clients the right solutions choosing the correct marketing outlets and promotional tools.