

The idea of a network for communication

Sociology



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The radio was innovatively used in Presidential campaigns initiated by the president, and later, by his cabinet. Government-sponsored programs were aired by some of the government departments, such as the office of education, department of agriculture, etc, for projecting the government policies to the American electorate.

The social and economic condition of the mass American society had undergone a tremendous change in the latter half in the nineteenth century because the earlier inventions had helped the rise in industrial activity and geographical migration of the masses. The workers had more money and time at their disposal, because of the rise in affluence, and wanted avenues for entertainment as well as products of consumer use. The motion picture industry was able to help the marketing industry for the advertisement of the products which satisfied the demands of the society. That is the main reason, for the motion picture industry and marketing to complement each other in the early 20th century.