

CHANGING CHANNELS



ELLEN MICKIEWICZ

New York Oxford
OXFORD UNIVERSITY PRESS 1997



CONTENTS

Preface, ix

Chapter One • Television: The Prize, 3

Chapter Two • Soviet Television Rulers and Their Empire, 23

Chapter Three • Closely Watched Targets: The Nightly News,
the Military, and Lenin, 52

Chapter Four • Pushing the Envelope: Reforming from Within, 65

Chapter Five • Viewers and Voters: The First Competitive Elections and
the Rise of Alternative News, 83

Chapter Six • Television and Crisis: The End of Soviet Rule, 98

Chapter Seven • Between Putsch and Revolt, 109

Chapter Eight • Pictures, Parties, and Leaders: Television and Elections
in the New Russia, 135

Chapter Nine • Room for Views: Television and the Play
of Controversial Positions, 190

Chapter Ten • The Media Market: Politics, Commerce, and
Press Freedom, 217

Chapter Eleven • Television at War: Private Television News Under Fire, 242

Chapter Twelve • Changing Channels on the Most Powerful Medium, 264

Notes, 275

Chronology, 319

Index, 323