

CONTENTS

A. Introduction	1
Foreword	3
<i>David Manning White</i>	
Preface	9
Chapter 1	
The World of TV Games	15
B. Global Television: That's Entertainment	27
Chapter 2	
The Playful Tube	29
Chapter 3	
Theories of International Mass Communication	47
Chapter 4	
Gaming, Leisure and Mind Sports	75
Illustrations	95
C. The Gamely Genre	107
Chapter 5	
Research on Game Shows	113
Chapter 6	
Rules of the Games	130
Chapter 7	
The Participants	151
Chapter 8	
TV Games in the United States	179
Chapter 9	
Seven Countries' Game Shows	204
Chapter 10	
Conclusions: Entertaining Ideas	235
Appendices	259
Works Cited	290
Author Index	307
Subject Index	311