



## The Greengrocer and His TV: The Culture of Communism after the 1968 Prague Spring (Paperback)

By Paulina Bren

Cornell University Press, United States, 2010. Paperback. Condition: New. Language: English . Brand New Book. Winner, 2012 Council for European Studies Book Award Winner, 2012 Center for Austrian Studies Book Prize Shortlist, 2011 Wayne S. Vucinich Book Prize (ASEEES) The 1968 Soviet invasion of Czechoslovakia brought an end to the Prague Spring and its promise of socialism with a human face. Before the invasion, Czech reformers had made unexpected use of television to advance political and social change. In its aftermath, Communist Party leaders employed the medium to achieve normalization, pitching television stars against political dissidents in a televised spectacle that defined the times. *The Greengrocer and His TV* offers a new cultural history of communism from the Prague Spring to the Velvet Revolution that reveals how state-endorsed ideologies were played out on television, particularly through soap opera-like serials. In focusing on the small screen, Paulina Bren looks to the normal of normalization, to the everyday experience of late communism. The figure central to this book is the greengrocer who, in a seminal essay by Vaclav Havel, symbolized the ordinary citizen who acquiesced to the communist regime out of fear. Bren challenges simplistic dichotomies of fearful acquiescence and courageous dissent...



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