

**Paola Valentini (Università degli Studi di Firenze), *Society in colour. The Italian TV switch to colour broadcast***

The switch to colour broadcasting is a very important moment for Italian television. In its manifold articulation this breakthrough is a moment of innovation, transcending the history of television itself. First of all, this technological change affects political aspects: Italy is in fact at the forefront of a European media war, mainly based on the technological clashes between France's SECAM and Germany's PAL standards. Moreover, internal affairs rage on, where colour-television opponents demand for sober broadcasts conforming to 1970s austerity. This is supported by opinions not too distant from those arising against colour cinematography. On the television front, in fact, colour broadcast is used by commercial channels first, aggressively airing shows competing against the monopoly of State television; this is going to offer a very different experience to end users in the 1968-1977 decade. Eventually, Rai gets onboard too with profile television dramas in colour (from *Gesù di Nazareth* to *Radici*), at last widely diffused with live sports programmes and quiz shows.