

Damian Sclafani – Medium Response Assignment

In Smith, “Chapter 7 – What Difference Does a Medium Make?”, Smith talks about how the introduction of television media has made a big change when compared to cinema normalcy. My own television viewing is not much to go off of. However, I have enough to say that I can discuss about the medium. Based on my experience of television, I believe that the medium is consistent with what Smith states. I also believe that, as Smith states, the television apparatus is very different from the cinema apparatus.

In order to discuss about the apparatus, the medium must be discussed about first. As Smith states, the medium that television shows are different than in a cinema due to the way they creators or culture expects the viewer to interact with it. Smith explains that for a film, the viewer is expected to go to a cinema, be quiet, and watch the film. However, for watching a television show, the surroundings can be more distracting. My experience with television can back this claim up very well. When gathering with friends, one activity we could all do is go watch a movie. The movie in this case is the big thing to plan around. I have never seen this be the case for a television show. If a friend were to be talking about a television show I have not watched yet, the response from them is almost always “you should watch this, it’s good” or something along those lines. This implies that television shows are just normalized as being something people watch in their own time. There is no big event for shows like there is for films. That is what the medium of a television show would be classified as.

Along with the medium, the community is another big part of the differences between television and film. In my experience, there are typically bigger communities around certain movies, series, or producers. For example, Marvel is something that most people have heard of before. There are a lot of people in the world that have seen every Marvel movie, know each and

every character, and will be able to tell others about every little thing mentioned in each movie. These types of people are part of Marvel's community. A community is not a direct part of a film's creation. It just happens to exist because a lot of people like certain creations. There are people like this for Star Wars, Harry Potter, and so many more. However, this does not really exist for television shows. There definitely can be people that are super invested in a show, but it usually, in my experience, is a lot lower of an amount than for films. Overall, the community for television shows is more relaxed than the community of a film. While films can often be seen as "ritual" events, shows are not like that.

I would say that my television apparatus is similar to how Smith describes it. The apparatus takes the medium and the community into consideration. The combination of these aspects creates the apparatus. My television apparatus as of right now is not much to talk about. I will commonly ask my friends about good shows to watch and then watch those shows in my free time. Sometimes if there is a big enough gathering like a family trip, a common thing to do is have everyone sit around and put on a television show. Unlike a movie, these forms of apparatus are typically more distracted than for a film, which is a direct correlation to the medium of television. Most of the time me and anyone else that's with me is either on their phone or talking to one another. The big focus is never on the show we are all currently watching. As Smith explained, this is the big different between the cinema apparatus versus the television apparatus.

In conclusion, my television apparatus is very similar to the average person's. This is all due to the medium and the community. With the medium shown to be more distracted and the community to be more relaxed, it leads the television apparatus to be way less ritualistic than a film would be.