

Study Guide: Exam no. 2

RTF 308 // Fall 2020 // Kathy Cacace

Week 6 Origins of Radio

Concepts

Marconi, Hertz & DeForest
Radio spectrum
Broadcasting
Film industry vs. radio industry
Scarcity
Liveness
Seriality
Commerciality
FDR & his Fireside Chats
Demagogue
Fr. Charles Coughlin
Huey P. Long
Propaganda
Office of War Information
Casablanca
Good Neighbor Policy
Disney & Disney strike
Tropicalism

Media

The Great Dictator (1940)
Edward R. Murrow radio report
Fireside Chat of your choice
"Spies," Private Snafu cartoon

Week 8 1950s TV & Film

Concepts

Film stars on TV
Television stardom
Quiz show format
Quiz show scandals & responses
Paramount Decree (1948)
Decline of moviegoing
1950s film genres
Cinerama
Drive-in theaters
William Castle
Theater gimmicks
Arthouse cinema
Arthouse programming
Arthouse interiors
Arthouse image/clientele

Luis Buñuel
Andy Warhol
French New Wave
Francois Truffaut
Agnès Varda
Maya Deren

Media

Cleo from 5 to 7 (1962)
Twenty-One (1956-58)
Van Doren testimony
GE College Bowl (1966)
Smell-o-vision video essay
Meshes of the Afternoon
(1943)

Week 9 1960s Television

Concepts

Dual market model of TV
Newton Minow
The FCC
"Vast Wasteland" speech
Public interest
Commercial imperative
Social change meets 60s TV
Star Trek & Nichelle Nichols
Bewitched & civil rights
Twilight Zone & Cold War
Beatlemania & gender roles
1960 campaign
JFK & television

SNCC

Civil rights movement & TV
Vietnam War
Antiwar movement
1968 Miss America protest
Counterculture
Woodstock

Media

"The Invaders," *The Twilight Zone*
"A Journey to Babel," *Star Trek*
Interview with Nichelle Nichols
The Beatles on Ed Sullivan
Jimi Hendrix @ Woodstock

Week 7 Radio -> TV

Concepts

Radio regulation
Radio programming
Soap operas
News
Drama
War of the Worlds panic
Cognitive listening
Dimensional listening
Associational listening
1924 announcer voice controversy
Martha Jean "The Queen" Steinberg
Mercedes McCambridge
Gertrude Berg
Post-war America
Women's social roles
Baby boom
Suburbanization & redlining
Phases of early TV industry
FCC license freeze
TV in the home
Panic
Programming

Media

"Betty, Girl Engineer"
"Twelve Angry Men"
War of the Worlds (1938)
"Episode 1385," *The Goldbergs*
"Fog Over Portland"

**Your exam is due by 11:59pm on Monday, Oct. 26.
You will have 90 minutes to complete it.**

Exam Format:

Ten to fifteen short questions
Two written questions
It is still open book & open note
We do not use any proctoring software

Tips:

Use a timer during exam and break time into chunks
Use notes to check your answers, not find them
Written Qs come from "Big Ideas" section on next page

Readings

Casillas - *Sounds of Belonging*, Introduction
Douglas - WWII and the Invention of Broadcast Journalism
Pooley & Socolow - Myth of the War of the Worlds Panic
Weber - The Goldberg Variations
Fuller-Seeley - Learning to Live With Television
Hollywood Reporter Herb Stempel obituary
Cohen - Forgotten Audiences in the Passion Pits
Wilinsky - A Thinly Disguised Art Veneer
Minow - Television in the Public Interest (speech)
Bernardi - Star Trek in the 1960s (excerpt)
Littleton - 1968: The Media's Moment

Big Ideas

How is the radio industry different than the film industry?
How is the television industry different than film & radio?
How did radio & TV programming reflect social attitudes?
What is propaganda? Examples of U.S. propaganda (1940s)?
How was television integrated into U.S. homes?
How and why did suburbanization impact the movies?
What were the quiz show scandals and how did it change TV?
How did the film industry compete with TV in the 1950s?
What is arthouse cinema and how are art houses different?
What was Minow's argument in the "vast wasteland" speech?
How did 1960s television reflect social change?