Sociology 430

Culture, Technology and Society

Instructor: Paul Semm

Phone: 286-5254

Text:

MacKensie, Nancy R. ed. Science and Technology Today

Documentaries/films:

*Atomic Cafe Earth on Edge*

*Bulworth(edite) Modern Times*

*Cadillac Desert Rollover*

*The Crisis of the Thirty Second Presidency*

*Cultural Environment*

Course Description:

In this course we are going to analyze technology and its relationship to American society and culture. The point of departure for the course is a perspective that is called the critical theory of technology. This theory seeks to understand and explain technology in terms of the social context of its development, and in terms of its consequences for human beings and society. Of special interest then for this course are two themes. First, this course is interested in exploring the relationship between technological development and power arrangements in American society. And, second, this course is interested in providing a critique of technology in terms of the disproportionate benefits and risks of technological development. A corollary to this latter theme is the question of technological development and its unanticipated and unexpected, and perhaps irreversibly negative consequences.

Course Goals:

1. To further the students understanding of the relationship between technology and society.

2. To encourage critical thinking in regard to technological development and society and the individual.

3. To acquaint the student with the sociological perspective as reflected in the critical theory of technology.

Evaluation:

There will be a total of one hundred points (200). There will be two exams, a midterm and final, each worth seventy-five (75) points. The exams will consist of fill in the blank, multiple choice, true/falses, and short answer questions, such as defining terms. There will be a short paper three pages in length that will be worth thirty (30) points. The subject of the paper will be based on a set of questions that will be given to you. The questions will be, and therefore the paper, will be designed to encourage critical thinking rather than research. However, the paper must demonstrate a familiarity with the lectures and the readings in the assigned textbook. Class participation will make up the remaining twenty (20) points, and it will be based on relevant questions and comments.

COURSE SCHEDULE

Date Topic (Sec)Assignment Due

Tue 6/3 "The Question Concerning Technology" (4)Brown, Jr.

View: *Modern Times*

Thu 6/5 Car Culture: Model Ts to Suvs (3)Rybcznski,

View: *Rollover*  Postman

Tue 6/10 TV: Democracy and War (2)Nelkin

View: *Bulworth (ed), Thirty Second* (4)Cowan

*Presidency*

Thu 6/12 TV: Advertising and Entertainment 4)Bradbury View: *The Electronic Storyteller*

*Crisis the Cultural Environment*

Tue 6/17 Technologies of Destruction **EXAM #1**

View: *Atomic Cafe* (7)Oates

Thu 6/19 Technology and the Environment: (6)Carson,

Infrastructure DeMarinis,

View: *Cadillace Desert* McPhee

Sat 6/21 Technology and the Environment: (7)Elshtain,

Factory Farming and GMOs Karpati

View: *Earth on Edge, GMOs*

Tue 6/24 Computer Culture (4)Bolter

View: *dot con, E-waste* (2)Samuelson

Thu 6/26 Technology: Health and Health Care (5)Wheeler, Travis

View: *Now: Breast Cancer, Advertising*

Sat 6/28 Review **Exam #2**

**Paper due**

Soc 430: Exam #1

1.-5. According to sociologists, there are five primary institutions in society. Identify them.

a.

b.

c.

d.

e.

6.-11.Define the following sociological terms.

system of stratification

social role

social norm

12.(m/c) In the essay "Technology's Dark Side," George E. Brown, Jr. criticizes the "idea of progress" for which of the following reasons.

a. The benefits of technological development are distributed unequally.

b. Capitalism, or the market driven approach to technological development, exacerbates societal inequity.

c. The risks and negative consquences of technological development fall on the poor, minorities, and the workers.

d. a and c

e. all of the above

13.(t/f) Brown argues that historically improvements in the quality of life have not been related to the development of sophisticated technology, but have come as a result of understanding the need for clean water, healthy diet, and exercise.

14.(m/c) Brown also argues that the idea that progress will bring us a utopian society ignores the lessons that can be learned from more traditional cultures, that after needs are satisfied other things are both more important and necessary and can not be achieved through technological development:

a. Enjoyment and cultivation of the mind and soul.

b. Shared life of a community.

c. Determing what is valuable.

d. all of the above

15.(t/f) One of the ways the "idea of progress" was sold to Americans in the late nineteenth and early twentieth century was through science fiction novels that celebrated the virtues of a techno-utopia.

16.(t/f) In the 1950s, the US government attempted to allay people's fear of nuclear war by subsidizing nuclear energy under the slogan, "to cheap to meter."

17.(m/c) In Postman's essay "Invisible Technologies," he identifies which of the following as"invisible" technologies?

a. language b. the zero c. polling d. a and c e. all of the above

18. (t/f) According to Postman, more information is not necessarily a social good.

19.(m/c) Dorothy Nelkin in her article "The Press on the Technological Frontier" argues that the press as had a significant impact on shaping our views of technology. She argues that:

a. the language it uses portrays a sense of awe about the power of technology.

b. the press simply repeats corporate rhetoric about technological development.

c. the press ignores the negative consequences of technological development, such as, job loss and boredom.

d. b and c

e. all of the above

20.(t/f) Nelkin argues that when public relations firms become involved in "selling" technological advances, especially medical, society is poorly served.

21. Witold Rybcznski in his article "Controlling Technology Means Controlling Ourselves" uses the term \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to describe the introduction of new technologies into traditional cultures.

22.-24. The critical theory of technology argues that the "idea of progress" ignores or conceals what relationships between technology, society, and culture.

a.

b.

c.

25.-27. The film *Modern Times* depicts the relationship between technology and power over the worker. Give three examples.

a.

b.

c.

28. Which car was the first to be mass produced?\_\_\_\_\_\_\_\_\_\_\_\_

29.-31. What are the characteristics of Fordism?

a.

b.

c.

32.-33. The mass production of goods, cars, radios, refrigerators, demanded the mass production of \_\_\_\_\_\_\_\_\_\_\_ throught the newly developing technique of \_\_\_\_\_\_\_\_\_\_\_\_.

34. The technology that conquered living space for advertisers was \_\_\_\_\_\_\_\_\_\_.

35. In order to "empower" the newly created consumer, Ford increased the worker's wages so they could buy cars. To further "empower" consumers

retailers introduced the idea of purchasing by \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

36. The company that really exploited the automobile and the new consumer society was \_\_\_\_\_\_\_\_.

37.-39. Explain three parts of the above companies plan to exploit the consumer society.

a.

b.

c.

40. (t/f) Fins and chrome have no practical value to the car as a technology for transportation.

41. (t/f) The average driver today spends three times as much time in traffic jams as he/she did in 1982.

42. (m/c) Which of the following are unintended consequences of the car culture.

a. expanding and expensive highway systems

b. suburban sprawl

c. decaying urban areas

d. a and b

e. all of the above

43.(t/f) The global infrastructure that is necessary to support the car culture has put the US government in the position of supporting authoritarian regimes, such as Saudi Arabia and Equatorial Guinea.

44.Cars are the main source of CO2 pollution which is the main contributor to what environmental problem?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

45.-46. The large multi-national corporations that control the auto and related industries are able to exercise control over our political institutions in what ways?

a.

b.

47.-49.(t/f) According to the Frontline documentary on the problem of SUV rollover, what means does the industry use to keep unsafe vehicles on the road?

a.

b.

c.

50.-51. Explain the following terms.

think tank

front group

astroturf group

52.(m/c) Large multi-national corporations control American television by the following ways.

a. They constitute a shared monopoly which has a virtual monopoly on the vertical integration of television-production, distribution, and exhibition.

b. They have illegal direct interlocks on their board of directors.

c. They share ownership of much of the technical infrastructure of television.

d. Their influence over the political system, i.e., the Telecommincations Act of

1996.

e. all of the above

53.(t/f) In the 1950s advertisers recognized the power of television images to sell things; they referred to television as \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

54.-55. The emergence of television shattered the industries of two other mass medias \_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_.

56.(m/c) Which of the following technologies were developed by the film studios to compete with television?

a. stereoscopic cinema b. Smellavision c. Cinerama e. all

57. Ray Bradbury's short story "The Veldt" deals with the effect media technology had on the American family. What was the technology in his short story? \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

58. (m/c) Which of the following were ways in Bradbury's short story that family relationships were undermined?

a. The media became more important to the children than their parents.

b. The media distorted the children's values and behavior.

c. The media reversed the parent-child relationship.

d. a and c

e. all of the above

59.-60. The Prince of Hard Sell was \_\_\_\_\_\_\_\_\_\_\_\_\_\_. He developed the Anacin campaign and the first televison ads for political campaigns. He did this for what President ?\_\_\_\_\_\_\_\_\_\_\_\_\_\_

61.(m/c) The documentary "The 30 Second Presidency" follows the evolution of television advertising. Which of the following techniques are depicted?

a. the memorable sound bite or slogan

b. the negative ad

c. the unanswerable image

d. a and b

e. all of the above

62. The model negative ad was used by LyndonJohnson against Richard Nixon. It was only shown once; it was called \_\_\_\_\_\_\_\_\_\_\_\_.

63.-65. The film *Bulworth* depicts the ways in which television political advertising deforms our political institutions.

a.

b.

c.

66. Advertisers refer to the television entertainment show on which they purchase their commercial as \_\_\_\_\_\_\_\_\_\_\_\_.

Match the following:

67. flow a. short attention getting news item-stay tuned 5 or 11

68. hook b. short attention getting opening scene to

69. pod entertainment show

70. bumper c. intensified conflict or comedic element to keep

71. teaser the viewer tuned during the commercials

d. overall production goal of advertising supported entertainment show

e. group of commercials, station id, public

servic announcements

Match the following commercial type to an example:

72. parable, or problem solving a. Rogain, Odor Eaters

73. high status b. Lexus, diamonds

74. funny/stupid c. 7-Up Yours, Carrot Top

75. low status d. bail bonds, money lending, check

cashing

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a.

b.

c.

Match the following term to its definition or example.

49.think tank a. Coalition for Vehicle Choice

50.front group b. "knowledge producing" organization funded

51.astroturf group by large corporations to promote "friendly know

c. Information Council on the Environment

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I. Society and Culture

A. Society

B. Social structure - the ways in which society is organized in

an orderly way: institutions, roles, systems of stratificaion

1. institutions: large formal organization that constitute

the structural framework of society

a. primary: political, economic, religion,

education, family

b. modern:science, health care, military, mass media

2. system of stratificaion: most societies are layered, by class, power, and prestige which determine social location

or status, also gender, race

a. stratification by class

i. class refers to one's location in the

economy - wealth and income

ii. upper class or lower class

b. power

i. make decisions that can effect one's own

interests

ii. control over others

iii. shape society: organization, policies, and goals

c. prestige

i. medal or honor

ii. respected vocation

d. social location determines

i. access to social resources

ii. life chances

e. Titanic is perfect example

i. ship is stratified, upper class at top, lower

class at bottom, workers and passengers

ii. upper class enjoy social resources,

more spacious and luxurious accomodation, own deck

better food, waiters, butlers

iii. powerful make decisions

rudders, speed

use the crew to keep lower class below

iii. life chances

not enough life boats

45% of women in third class died,

16% in second class, and only 3% in first

laborers

3. social role:

a. collection of rights, obligations, and expectations that adhere to position in social structute

b. script

c. example

i. captain, daughter, mother, scientist,

ii. role strain -captain, daughter

iii. role conflict - between roles - daughter,

independent woman

C. Culture or way of life of a people, or worldview

1. non-material culture or symbol system is composed of ideas, values, norms, rituals and is transmitted through language

"To speak of culture is also to speak of the elements that shape human behavior -- the inhibitions that govern it from the inside, the rules that control it from the outside, the languages and philosophies that serve to edit a people's experience of life, the customs and rituals that help define how one person should relate to another. To speak of culture is to speak of those forces that promote uniformity of thought and action.'

a. ideas: conventional wisdom, shared ideas

i. equal opportunity, freedom of choice

ii. ideology of progress

iii. relationship of progress to technology

b. values = what we cherish as a society, think is

important

i. freedom

ii. women and children first!

c. norms = appropriate ways of behaving

i. Jack teaching Rose to spit

ii. Jack eating dinner with the wealthy

iii. gender

iv. deviance - Jack and Rose get high

d. rituals - emotional cement to social arrangements

i. church service

ii. after dinner cigar vs dancing

iii. falling in love is ritual

2. material culture - technology, techniques, artificacts

a. car

b. TV

c. computer

d. pesticides

e. antibiotics

f. nuclear weapons

3. Ethnocentrism

a. every culture thinks that its way of life is

"natural" therefore right, good, and true

b. judging other cultures by one's invisible cultural

biases

c. racism, genocide, ethnic cleansing, cultural imperialism

C. Technology as Non-material culture

1. Conventional wisdom: ideology of progress

a. western society is progressing because of scientific and technological development

b. ongoing scientific discoveries lead to technological inventions that make society

better

c. the free market of capitalism (economic institution)

created the social environment that promotes

progress

i. rewards discovery and innovation

ii. entrepeneur who risks capital to bring to

market

d. all aspects of social and cultural life will improve

i. better conditions and more leisure time for

the worker

ii. better health

e. utopian society

2. US society and the ideology of progress: techno-utopia

or techno paradise

a. late nineteenth century

b. 1890 Frederick Jackson Turner close of frontier

c. industrialization and urbanization

d. new frontier:

i. new discoveries and inventions: telegraph,

telephone, large screen motion picture

ii. change American landscape

iii. 1886 NYC shops electricity : make cities green, heal sick, end class division, wealth of new goods,

peace and harmony

3. Selling the vision

a. 1883-1933 dozens of science fiction novels extolling

the virtues of techno-utopia

i. unlimited material pleasure

ii. unlimited leisure

iii. technology was good

iv. priests were scientists and technicians

v. workers needed to be committed to vision

b. *Milltillionaire*

i. America will be made up of twenty megalopolises

urban-suburban tracts covering up to 700 miles

methodically planned

rationally organized

efficiently run

ii. each run by the "all potent power of electricity"

iii. 36,000 beautiful skyscrapers

iv. marble palaces surrounded by wide avenues

adorned with flowers and other foliage

v. within 100 years

v. inhabitant

"Our sanitary arrangements and laboratoris are the best, and easily accesible; our roads are well paved; smoke, cinders, and ashes are unknown because electricity is used now fo all purposes for which formerly fires had to be built; our buildings and furniture, made of lacquered aluminim and glass, are cleased by delicately constructed machinery that operates automatically. The very germs of unclean matter are removed by the most powerful of disinfectants, electrified water, that is sprayed over our walls, and penetrates into every crack and crevice."

"We have absolute control of the weather," says one utopian.

c. *The Golden Age* and the workerless factory

"On the tour of inspections the sights they(visitors) saw were something wonderful to behold; acres of wonderful machinery running noiseless and doing perfect work."

"...everying for comfort, economy, convenience and freedom from care that a corporate intelligence could think of.

d. World Fairs: Columbian Exposition in Chicago

in 1893 (Edison ) and New Yorks World Fair

1939 (Television)

i. theme: science and technology were pressing

forward, taming the wild, domesticating the

forces of nature, redirecting the talents of human

beings, reshaping culture

ii. motto: science explores, technology executes,

man conforms

iii. Worlds Fair: technology and the Depression

"The World of Tomorrow"

it will be okay

new household products

new forms of transportation

new modes of communication

iii. Worlds Fair: technology and the worker

Chrysler exhibit: "In Tune with Tomorrow"

automobile assembling itself in animation

and 3 D

workerless world

4. Vision or nightmare

a. Hitler and technology

b. Cold War

5. Renewing the vision: 1950s

a. nuclear energy

b. robotic butlers

c. jet backbacks, flying cars, atomic cars

d. space flight: suburbs on the moon

e. anitbiotics: vaccines: small pox, polio

f. pesticides: ddt

g. television: Daniel Boorstin: "disband armies, to cashier

Presidents, . . . create a whole new democratic world."

6. present vision

a. digital revolution: internet and cyberspace

i. communication

ii. business and economy

iii. information

iv. education

b. food: gmos

c. health: gene therapy and cloning

d. security: star wars and mds

e. security: facial imaging, security scanning,

computer databases

f. transportation: hydrogen cars, hybrids

3. Critical theory and ideology of power

a. ignores the social context to technological

development

i. power

ii. institutions

b. ignores and/or conceals

i. unintended and unanticipated consequences

of technological development

ii. disproportionate benefits and risks

c. it is ethnocentric

G. Historical particularlism, cultures are different

1.. tool- using cultures

a. technological development is limited by

non-material culture, world view, beliefs

b. technology in these cultures is developed

to solve specific problems

c. or to serve symbolic culture, pyramids,

walled cities, churches in Middle Ages

d. without diffusion these cultures would not

change that much

e. no evidence that cultures are developing

in some universal trajectory of progress

2. technological diffusion is not progress but threat

to these cultures

a. Yir Yoront Austrialian Aboriginies

i. Cape York Pennisula

ii. hunter gatherers

iii. tool is polished stone axes with short

handles

iv. Europeans gave them steel axes because

they were better oops save time, improve

life

b. Stone Ax embetted in the culture and institutions

of Yir Yoront society

i. possession and skills in making reinforced

social roles and system of stratification between men and wome, young and old

ii. established trading relations with other

groups which included celebrations

iii. was a clan totem and part of the sacred creation myth

iv. introduction of steel ax undermined

social relationships, beliefs, long time

trading relationships

v. caused a breakdown in cultural life

c. Kaipo or Kaypo in Brazil

d. Yanomamo and the shot gun

3. no evidence that once a technological development is introduced that it would necessarily

be embraced

a. gun vs sword in Japan

i. no guns in Japan when USS Vincennes

arrived in 1855

ii. strange because guns had been introduced

as early as the sixteenth century and were

known throughout Japan by the middle of

the century

iii. by 1575 they were the dicisive weapon

in battle

iv. 1597 japanese agreed with Euros that

progress in weapons meant better killing

iv. resistance to guns emerged from the

samuai or warrior caste

v. samurai were armed with two swords and

depended in battle on skill and courage

vi. this was overshadowed by the gun

vii. two reasons could be kill or be killed with

very little training, a peasant could kill a samurai

viii. bravery was not a virtue

ix. from 1603 onward a gradual abolition

of guns

x. by about 1725 no guns

xi. return of guns, external threats

xii. rebellion of 1877 forty thousand Samurai

vs Japanese militaray

4. Technology and power and consequences

a. television

i. social change

ii. power

b. Fordism

i. social change

ii. power

c. technologizing health care

i. hi-tec health cure not health care

ii power

d. genetic progress

i. food

ii. disease

iii. genetic prospecting

iv. cloning

e. military weapons

i. power

ii. unintended

iii. irreversible

I. Technology of food production for mass society: Fordism

A. McDonalds

1. Dick and Mac McDonald

2. Ray Kroc

B. Ubiquity of fast foods

1. consumers

a.

b.

2. locations

a.

b.

3. recognition

a. Ronald McDonald

b. Golden Arches

4. why?

a.

b.

c.

C. The beginning of the assembly line:factory farming

1. production

a. feedlots

i.

ii.

b. chicken factories

i.

ii.

c. hog pens

i.

ii.

2. processing or meat packing

a. stunning

b. hiding

c. internal organs

d. cutting line

e. hamburger grinder

3. distribution

a. fast foods

b. retailers

c. schools

D. Complementary industiries

1. potatos

a.

b.

c.

2. chemicals

a.

b.

c.

E. Concentration of ownership

1. Meat packing

a. beef:

i. four firm 79% of market

ii. IPB, ConAgra

iii. 62,000 cattle per day

b. pork

i. 57%

ii. Smithfield, IBP,ConAgra

c. chicken

i. 49%

ii. Tyson, Perdue

iv. 200 million pounds a week

2. Potato production

a.

b.

II. Consequences

A. Health

1. Obesity

a. 60% of Americans overweight or obeses

b. increasing for children in 37 states

c. next to smoking biggest cause of death

i. heart disease, colon cancer, stomach

cancer, high blood pressure

d. cost $240 billion a year

2. Food borne pathogens

a. Number of Americans

i.

ii.

iii. long term effects

b. what’s in the meat

i.

ii.

iii.

3. the worst meat

a.

b.

B. Environment

1. waste

a.

b.

2. black flies

C. Worker

1. low pay

2. high speed = huge industry

3. recruit illegals

4. HIA visas

D. Power

1. Lobbying

a. against increase in minimum wage

b. weaken FDA regulations and inspections

c. weaken OSHA

d. tax credits

2. Control regulatory agencies

a.

b.

I. Genetic technology

A. Scientific discovery of biological building blocks to life.

B. Technological executes to:

1. map: humans, animals, plants, insects

2. manipulate: modify

a. genetically modified crops: corn with carrot,

soybean with herbicide

b. grow drugs through genetic manipulation

c. develop cell lines

C. man conforms

D. corporations profit

1. patent the human genome

2. patent gmos

3. patent drugs

II. GMOs and hunger

A. Time Magazine

B. George Bush

C. The truth about hunger

D. The truth about GMOs

1. no knowledge of long term effects on humans

2. no knowledge of effects on environment

a. Weeds

b. Weeds

c. Monsanto and hunger

3. more expensive to farmers, can’t save seeds

4. more pesticides herbicides

D. Other nations

1. only France

2. precautionary principle

I. Computer Culture

A. Institutions

1. Marriage and family

a. # of personal computers

b. hours per day

c. internet (e mail to porn) software

2. economy  
  
 a. production

i. computer automated production

ii. on time or lean production

b. retail

i. consumer data base

ii. inventory control

c. financial

i. on-line banking-loans

ii. global transfers of investment capital

iii. on-line stock market trading

d. marketing/advertising

e. two new economic areas

i. .coms to ebay

ii. hi-tec industry

f. jobs

i.

ii.

3. education

a. in classroom

b. on-line classes

c. administration

i. admittance

ii. grades and records

iii. communication

d. instruction

i. communication

ii. grades

4. political

a. polling

b. communications

c.

5. religion

a.

b.

6. military

a. command and control infrastructure

i. global

ii. field

b. intelligence

i.

ii.

c. weapons

7. criminal justice

a. data base

b. DNA/forensics

c. imagining

8. health care

a. data base

b. hi-tec diagnostic

c. communications

9. mass media/advertising

a. computer generation

b.

c.

B. Concentration of ownership

1. hardware

a.

b.

2. software

a.

b.

3. access

C. Power over the political system

1. campaign financing

2. lobbying

3. goals

a.

b.

c.

D. Consequences- Institutions

1. family interaction

a.

b.

2. children

a. social skills

b. health

3. human inteactions

a. chat rooms

b. e-mail

c. global village

i.

ii.

4. economy

a. worker

i. job loss, job insecurity, loss of power

ii. surveillance: data input to e mail

b. types of jobs

i. assembly

ii. data entry

c. global economy

i. centralization of organization

ii. power: production decisions to transfers

d. .con

5. education

a. computers in class room

b. on-line classes

c. data bases

d. 500 students and e mail

6. criminal justice system

a. Patriot Act

b. DNA

7. mass media

a. intellectual property rights

b.

E. Environment

1. 70 million computers in landfills by 2005

2. monitors

a. 5 lbs of lead

b. 350 million lbs

3. circuit boards and semiconductors

a. cadmium, toxic heavy metal

b. 2 million lbs

4. batteries and switches

a. mercury

b. 400,000lbs

5. corrosion protections

a. chromium

b. 1.2 million pounds

6. cables and housing

a. polyvinyl chloride

b. 250 million lbs

and

7. new monitors means possibly throwing a way

500 million more by 2007

8. pollution and the chip, wafer

Social Construction of Unreality

I. Mass Media and the Cave: four areas of inquiry

" Americans are exposed to more electronic media than anyone else, but they know less about the world."

"The TV is on an avg of 6 hours per day in American homes, by the

time child is 17 they will have watched 20,000 hours of TV."

A. the news and "unreality"

1. the news is our window to the world

a. essential for a democracy

b. 39 Alive is trustworthy

2. most Americans get the majority of their news

from the visual electronic media - TV

3. Reality: news is distortion of reality, creates an

unreality

a. corporate news

b. political shows: narrow range of acceptable ideas

B. entertainment and "unreality"

1. entertainment is just "fun", "escapism" don't take it

too seriously

2. entertainment

a. reproduces conventional wisdom

b. diverts attention, amusing ourselves to death

c. the products of synergy

C. advertising and unreality

1. provides the consumer with what he/she wants

2. constructs needs/desires/wants

3. constructs person as consumer

D. computer, the internet, and unreality

1. source of information and interaction

2. redefines knowledge as bytes of information

3. redefines social interaction

III. Mass Media and the Cave: free press and the news

A. Most esential element in democracy is the right to know,

1. access to relevant information regarding what is

important to you

a. your interests, direction of your society, effect

of life on others

2. the right to engage in exchange of ideas for

opinion formation

3. accountability

B. Democracy doesn't depend on strong leaders but on

a knowledgeable electorate.

C. The above depends on the "free press" -- that is how we

come to know about the world

D. First Amendment guarantees this right, and it limits the

power of government to infringe on this right

1. It has never been absolute, Alien and Sedition Acts,

2. Espionage Act, Smith Act, clear and present danger,

no prior restraint

3. IWW and free speech laws

4. National Security, Pentagon Papers

E. What has emerged with the proliferation of mass media

is the intrusion of economic power into this realm

1. corporate ownership

a. large multi-national corps

b. corps with interests that may not coincide

with the people's interests

2. concentration of corporate ownership

3. Centralization of reality construction

IV. Concentration of Ownership

A. Who owns it? And what are their institutional interests?

B. As with the rest of the economy the media industry is

becoming more and more concentrated

1. 11 corps own 25,000 media outlets

2. more and more concentration since the Telecommunications Act of 1996

C. Each segment of the media is controlled by a smaller and

smaller number of corporations and frequently these are

1. Who owns television -- 7 corporations control all of television from production to distribution to exhibition

2. Broadcast television,

ABC Network- Disney -- Stations 23%

CBS -Westinghouse - Stations 31%

NBC - GE -Stations -Stations 27%

Fox - Newscorp - Stations 41%

2. General Electric owns NBC has industrial and

financial interests, it is a defense contractor

a. sells electronic, electical generating, and nuclear system worlwide, it also produces aircraft and space components, and is the insurance and banking business

b. interests:

i. continued susidies for nuclear power and

nuclear cleanup

ii. huge military budgets

iii. increase in space program

iv. deregulation of banking

c. other interests: keeping quiet that GE is leading corp criminal

i. convicted of billion price fixing scheme,

ii. knowingly making substandard partsfor nuclear reactors,

iii. the main polluter of the

Hudson river and doesn't deny the charge PCBs

iv. convicted of defrauding the govt 13x

4. Three other large corporations have established

national networks, Time-Warner, Viacom, Fox, and

TCI (WB, UP, Fox, USA)

5. Spectrum for high-definitionClinton just "loaned" new channels est at 70 billion to the networks, , will give old

channels back, supposedly, when new digital TV market

is saturated. This wasn't enough, broadcasters were

considering charging the public -- for what the public,

the government -- gave them free of charge

6. Cable TV channels and companies

a. **CBS** -reaches 70 million, TNN, CMT, 2 Sports Channels

b.**Viacom** - TMC, Showtime, NICK, MTV ( 300 m hh)

VH1

c. **Disney** - Espn, Classic Sports, Lifetime, Disney

Channel, Aand E, History Channel

d. **Time Warner** - CNN, TNT, TBS,Court TV, HBO,

Turner Classic Movie,Cinemax

e. **GE** - MSNBC, CNBC, AMC, Bravo, Romanc

f.**TCI** - Travel, USA network, Sci-Fi, Home Shopping,

Discovery, Learning, Animal, QVC, Encore, Starz,

BET

**Newscorp** - Fox Sports Net, Fx, fox Family, Fox News (part or full ownership of 90 channels

worldwide)

D. Concentration of ownership of other mass media

1. Magazines,

a. 3 corporations own 11,000 magazines,

b. largest is Time-Warner-Turner, which owns cable

TV and movies also,

c. and reaps 21% of the profit from magazine sales

d. Newscorp.

2. Newspapers80% corporate owned,

a.only 1% with competition,

b.used to be thousands of dailies, from neighborhood, to labor, feminist, ethnic, different

interest groups,

c.2 of the largest media corps, NY Times

and Gannet, also Newscorp world-wide

3. Television production,

a.4 studios dominatetelevision production syndication market of 3.4 billion and have

b. reinstituted block booking, which

eliminates independents, which now are at 10%, from90% at the beginning of the 90s

c. major TV production cos

CBS - Group W

Viacom - Spelling Entertainment, Big Ticket,

Paramount Pictures

Disney -Walt Disney, Buena Vista, Touchstone,

and D Aninmation television production

Time-Warner - Warner Bros TV and WB animmation Production, Witt-Thomas-Harris

Newscorp- Twentieth Century Fox TV

4.theaters and the new vertical integration of

ownership

a.1993 Screenvision had a 6,600 screen theater empire, second is Cineplex Odeon, owned by

b.35% of the nations 17,500 first run movie screens,

c. 2/3 of movie screens are showing top 10 movies, not 20 movies at

d. Vertical integration

i. production, distribution, exhibition

ii. Viacom US and Canada, and Time-

Warner

ii. Secon is Cineplex Odeo, wond by Matsushita which owns MCA/Universal

6. Book publishing,

a. four companies get one fourth of

21 billion dollar business Viacom, Time-Warner, Bertlesman, and Newscorp

b. great textbook scam

7. music six major record cos, 80% of worlwide

30 billion dollar market

8. radio 50 stations nationwide make over one-half of total radio station profits, 3/5ths lose money

a. FCC regulations make low wattage local

radio stations illegal -- freedom of the press

for those who can afford it

b. FCA of 1996 increases number of radio and

TV stations one corp can own in a market

9. movies studios contolled by large corporations,

account for majority of finance and distribution of

films world-wide

a.Time-Turner-Warner owns Warner Bros;

b.Viacom owns Paramount;

c.Matsushitaowns MCA/Universal;

d.Sony owns Tri-STar,

e. Disney owns Disneny, Touchstone, Hollywood, Miramax;

f. Newscorp owns 20th Century Fox

10. all seven have international holdings in channels,

cable, production, satellite, newspapers, magazines

a. product much of entertainment TV globally

b. much of news globally

c. aim movies toward overseas markets, half of

Hollywood film revenue is overseas

E. Shared ownership

1. Nwcorp(Fox) and GE (NBC) -Skycable using satellite

system developed by GM (Sky cable also partner with

Viacom

2. Matsuchita which purchased MCA/Universal also

owns 49% of cineplex odeon the second largest theater

chain, abandoned consent decrees of Parmount et al

3. TCI and Cox

4. Microsoft and GE in MSNBC

F. Further concentration of ownership is global financial inst

1. Wells Fargo International Trust biggest institutional

shareholder in General Electric, fifth largest of Capital

cities, seventh-largest of CBS, fourth largest of Time- Warner and the third largest of Disney.

F. Even PBS is tied to this system, mandat in 1967 "Its programming that would embrace 'all that is of huma interest and importance." This meant eliminating commercialism "Public Television: A Program for Action

1. Now we have the Petroleum Broadcasting System, prime time is funded by large corporations -- business shows nature, nineteenth century British dramas

2. commercialized through stores in shopping centers LearningSmith

3. KVIE in Sacramento, shows commercials but

also makes them for local businesses

4. WGBH in Boston teamed up with Time Warner

for magazine spin-off of This Old HOuse

5. Mobil Masterpiece Theater

6. Puzzle Place, marketing agreement with Toys R US

and FAmily Circle and Child magazines, Fisher Price

gets licensing contract

7. Grand Rapids MI business television where local

businesses can use TV as kind of super-- telelik

8. has a form of "strategic business alliance" with

most all major media conglomerates

a.20million deal with Turner Home Entertainment

to market and distribute PBS HOme videos

b. PBS and Buena Vista Television to bring

Bill NYe the Science Guy to commercial TV

c.AT%T to produce PBS Mathline

dDevillier Donegan Enterprises a division of Disney

50 million dollar deal (In These Times Dec 1, 1997)

F.. interlocking directorates.

1. the 11 major media corps have 155 board members,

they hold 144 seats on other Fortune 1000 corps

2..Time-Warner-Turner is tied to Mobil, ATandT, American Express, Firestone, Xerox, General Dynamics, major international banks

V. Ownership and censorship

A. Direct Corporate cenorship

1.Time-Warner-Turner, managing editors and other executives had to sign corporate loyalty oath, "not at any

time to denigrate, ridicule or intentionally criticize the company or any of its subsidiaries or affiliates, or any of their respective products."

2. in survey 80% of film and TV writers say there is

type of corp censorship

3. refuse to run anit-corporate ( single payer health

ins, NaFTA), anti-US foreign policy ads (El Salvador),

4. no left views, Zinn and Parenti

B. self-censorship

1. 33% of editors would not run anything critical of the

parent company

2. magazine writers know what the magazine likes

C. Indirect Censorship

1. Gay Tales and David Halberstam of the Ny Times,

keep anti-corporate reproting to minimum, particualaryly

if it is scientific environmental

2.reassignment (Nation 7/6/98)

D. Editorialize on their own behalf.

1. LA Times would frequently editorialize on behalf of its other financial holdings in CA - real estate and agriculture

VI. The real customer of corporate mass media is the advertiser which are other, or maybe the same large corporations

A. the viewer is what the corporate mass media sells to

the corporte advertiser

B. Advertising is everywhere, on everything,

1. 1/3 of entire GNP is advertising and marketing

2. US produces 1/2 half of the world's advertisingGNP

3. 9/10 of public time with media is with advertising

supported media

a. 1/4 of TV time

b. 2/3 of newspaper space

c. 1/2 of magazine

4. Media revenue from advertising

a.0n-air commercial broadcasting is totally dependenton advertising,

b. 4/5 of newspape revenue is from advertising,

c.1/2 magazine revenue is from advertising

5. After FTC deregulation in 1982 advertising increase of

half an hour a day

C. Saturation of advertising

1. *The Truman Show, James Bond, Austin Powers*

2.Dell romantic novels put Bel Air in front of the word

cigarette(s).

3. Sports events

a. event and arena names

b. scoreboards, signs on outfield walls

c. Southwest camera, Dow play of the game

4. Bill boards

5. Schools

a. Channel One to schools, brief newscast, candy, cereal, softdrinks, 115 million profit by 1992

b. nutrition supplements to schools

c. Pepsi day

6. mail 3x in last 15 years

D. Advertising and Censorship

1. Corp are dependent on advertising revenue

2. power of advertising is the power not to

advertise

3. advertisers what a audience that is consumer

friendly and many

a. no real controversy

b. nothing that provokes too much thought

about our society,

i.consumerism as a way of

life

ii. its effects on others

C. Examples of corp censorship, in survey, 9 out 10

newspaper editors aware of atttempts to influence

1. Westinghouse demanded rewrite of teleplay

because it did not portray army in best possible light

2. Proposed drama on the 1963 terrorsts bombing

of a Birmingham, Al church which killed four young

black girls, stipulations church is the north, no blacks invovlved bombing nothing to do with civil rights

3. GM threatened to withdraw advertising if Time-

Warner distributed Roger and Me

4. Proctor and Gamble one of the largest advertisers

nothing critical of business, or business men

5. Story on politce brutality, only if it was a trumped

up charge, and if the liars are brought to justice

6. PBS who is supported mainly by large corporations

especially oil companies runs mostly business shows,

nature shows, and nineteenth century costume drama.

refuse to sho Lost Eden, struggle of female mill workers

in Lowell, Mass in the 1840s

7. Mobil withdrew support of WTTW in Chicago after

they went ahead with a documentary on the destruction

that Mobil and other multi-national corporations were

causing in the third world

8. Production Code in Hollywood for 34 years, one

of the codes stipulation, don't portray class, refer

to the "common man"

9. Nixon okay but not Chomsky on El Salvador

10. Doc "Banking and the Poor" previewed by

American Banking Association

I. Corporate News - more subtle and therefore more dangerous than censorship

A. Structure of local and broadcast news

1. nice wrapper

a. musical theme

b. handsome and attractive news reader with

pleasant and engratiating personalities

i. no academic requirements; they are not

knowledgeable historians, political scientists,

or sociologists

ii. weather men with sense of humor, how

to garden

iii. sports anchors that are irreverent and

"tell it like it is"

c. short segments that are visually stunning, 30

seconds to 2 minutes, avg length is less than a minute

i. arbitrary juxtaposition of stories

d. commercials every three to five minutes, same

length

e. self-promotion

i. best team in town, most awards

ii. best helicopter

B. Structure and substance

1. If it bleeds it leads

a. media acknowledges this, even though crime is down,at 30 year low

2. Other forms of "bleeding"

a. natural disasters

b. crashes, airplane, trane, auto

c. wars

i. the bombing of Kosovo increased viewership

at CNN

3. "Soft news" or fluff

a. personaities or features

b. movie reviews, cooking, gardening

4. political coverage is down and redefined

a. coverage of campaigns directed at polls and

strategies, not issues

i. last campaign most coverage was to polls

ii. Clinton's most important advisor was Dick

Morris

iii. coverage of George Bush III early campaign

5. Electronic technology alllows for dependence on fewer more centralized sources no multiple voices,

New York Times, LA times, Wall Street Jornal, Copley

6. More and more dependence on authoities, for example,

even the so-called hard news shows,

a. McNeil Lehrer, Night Line spend most of their time interviewing government officials and corporate leaders, or just govt releases and press conferences

b. so-called hard news of MSNBC and CNBC

i. representation by the middle

ii. WWF of debate

iii. guests are those who can say something in

2 mins, which is something someone already

knows

7. importance and significance determined by emphasis, placement, repetition, style,

8. decontextualize

a. no social context or social situation

b. violence, natural disasters, wars, terrorism

are all presented

i. in 30 seconds to 2 mins

ii. no reason, no history, just absurd and

irrational

iii. egs destruction by natural disaster,

globalization and terrorism, war and power

9. Economy: Business is the business of American, Business sections to the newspapers, business reports on CNN, CNBC, PBS

a. no labor section, labor documentaries rejected

b. reports on stock market, macroeconomic

indicators

c. no discussion on how US is doing so well because

it can impose conditions on TW through IMF

10. buzz words, "envrionmentalists", "feminists," and

sound bite thinking, free market democracy

VII. Local TV news and the Gulf War, Americans are exposed to the most media however they are the least informed, how is this so.

A. Hoffy hot dogs, promotion as news

B. Science and the news Nelking, "The Press and the Technological Frontier"

1."The term high technology has become as much a part

of the political lexicon as motherhood, apple pie and the

flag."

2.Computer based technologies are imaged and described

as the ways of human perfectibility -- social and personal-- from medicine to love.

3.technocrates are missionaries and pioneers, their products, "man-made miracles" or "economic magic"

4. Her criticism, "medias unreflective acceptance of

corporate rhetoric about the connection between technology and utopia. Articles very similar

to advertsing "Technology that knows no limits"

5. A few articles that suggested certain obvious factors

that had been ignored, loss of jobs, "mind stunting, mind

dulling", hi-tec is really low tech, pyramid most are

assemblers

6. But with the emergence of super-computers, press

emphasizes words of advoctes "second renaissance"

7. The drama of heart transplants, not real causes of

heart disease, huge expense, who might get a heart,

nature of health care in the US, health cure

8. Artificial heart, medical team included PR people

9. No serious questions, "dazzling technical achievement"

"medical mileston

10. New drugs "weapons in counteattack by the immune

system", medical technologists were heroes, "men who

race with death."

11. How about? How was the patient selected? How was

this human experiment evaluated and policed? Who

developed this artificial heart, who financed it, were

there others

12. most press reports just regurgitate opinions of interestsed advocates -- it of course would take time

and require knowledge and might underestimate this

hi-tech bs

13. estrogen, decrease effects of menopause and aging

major expert cited, funded by three drug firms

minimized cancer possibilities and mailed

promotional and advertising material to newspapers

another expert who was consultant to drug

companies also minimized emerging knowledge

of danger

objectivity of the press -- report scientific studies

from NEMJ and also the claims of the manufacturing

and his flunkies as if both have the same claim to

truth

14. medial technologies as problem of health

B.Gina Kolata - reporting or creating corporate reality, do

they reflect a anit-environmental, pro-corporate,

and fundamentalist relationship to scientific research

regarding the technological developments of science

1) Golata and the Times use all of the above and a kind of

censorship

2) Environmental Hormones *Our Stolen Future*, authors

present 4,000 studies perfored by research physicians,

endocrinologists, toxicologists and celluar biologists

3) Organochlorines -- chemicals that tests suggest

show disrupt endocrines function that effect health and

fertility of hundreds of birds. Authors suggest that

we move cautiously, esp regard to effects on humans

4) Kolata, March 19, 1996, "some environmentalists", note

the above, almost 400 scientists involved in the 4,000

5) constant repetition of "e" word throughout the article,

and refers to 2 Phds in zoology as "es"

6) authority figures to refute them

Dr. Bruce Aims The Advancemtn of Sound Science

Coalition -- 2/3 of members from chemical, oil,

dairy, timber, mining, etc

Dr. Stephen Safe who is contractor for chemical

corporations, and both were "experts" for

Chemical Manufacturers Association

7) Ignores other authorities who agree with the studies

Nicholas Wade, chair of the National Academy of Scienes among other things

8) her article basically dismissed concerns as that of

"some environmentalists" and "some biologists",

she recieved 1995 "Sound Science in Journalism Award"

from TASSC

9) Criticism by the scientific community was so great,

that even though it was ignored at the Times, they

put out an an ad attempting to refute,

10. Golata has ignored scientific evidence and misused

sources on food irradiation, which might subject workers

to radiation, environmental poisoning, a reduction of

Vitamin B, and it encourages meat processors to continue

filthy processing, Breast Implants, and Aids

B. The media and its product -- CNN and the Gulf War

C. The naive viewer, Saddam Hussein, a tyrant of the nature

of Hitler, invaded the tiny defenseles country of Kuwait,

Saddam refused to negotiate a settlement to the problem, and

threatened a war to end all wars with the US, the US in

response to this aggression, which violates everything America stands for, led a UN force against Saddam.

After trying all possible diplomatic avenues, the US was

forced to initiate armed conflict, thus ensued a brief, hi-tech,

clean war, with the use of smart bombs and laser guided

missiles. The war was over quickly Saddam was out of

Kuwait and the world order was restored, except Saddam

was still in power

D. Decontextualization.To what extent was this lies, disinformation, and omission

1) The US had supported Saddam for 10 years in Iraq's

war against Iran despite the fact that the US knew that

Saddam was a despot who used poison gas against

ethnic minorities, the Kurds, and religious minorities,

Shiite Muslims - Reagan - our 'strategic ally"

1987 Relocation of Kurds then destroyed cities,

bombs, poisoned wells, used chemical weapons on

Kurds on border of Turkey and Iraq, documented

film, 5000 killed.

2) The US was less concerned with Kuwait which by

the way is not a democracy than in the balance of

power in the Middle EAst, maintaining the status

quo and access to oil

3) The middle east and the countries are a construction

of the west, Kuwait was indeed part of Iraq, which was

not really Iraq. Divided up by British during colonial

period. They are monarchies established by the West

Used to be Ottoman Empire

4) Arab countries see this whole thing in the history

of colonialism and neo-colonialism, Saddam as

Arab nationalist

E. The tendency of the US media to rely on official sources

made it a conduit that justified US government policies and

actions, which were twofold, build consensus for US military

build up, and two, promote military solution to crisis

the "pool system", they learned from Vietnam, credentials

denied "non-commercial" news organization

1) US claimed Iraquis were building up troops on

the Saudi border, news agencies refused to look at

satellite photos that showed the contrary

2) Washington Post reported that in a meeting between

US representative and Hussein that Hussein was

totally inflexible, belligerent, no negotiation was

possible, American blood would flow, and that he

would invade Saudi Arabia

3) This story was taken as the truth by wire services,

television, and press as evidence that there was no

possibility of a political solution to the crisis, only a

military one. From this point the mass media created

a demonic person

4) The truth, a transcript of the meeting revealted

the opposite, Hussein was cordial, indicated a willingness

to cooperate, insisted that he had no intention of invading

Saudi Arabia, and was willing to open discussions

5) US media calling for Action to force Saddam to

withdraw, there was even racism involved, claiming

that Arabs can't handle their own problems and

incapable of defending themselves, they know only

power

F. Bush claimed then that the Saudi government had asked

the US to deploy air and ground forces because they feared

an imminent attack by Hussein, later it was determined

that the Saudis and been pressured into allowing the US

to bring in troops, no evidence of this suspected invasion

G. King Hussein of Jordan had said that if Saddam had wanted

to attack Saudi Arabia he would have done it in the beginning,

he would have easily overrun their small, hi-tech, army

Arab world quite divided.

H. Anyway "official pronouncements" of unsupported and

contradicted by evidence became the source of all media

stories and editorials

I. Still 50% of US was for non-military intervention, were

sanctions working? non dealt with in the media

Bringing in a public relations firm, From Oct on there was

a government sponsored public relations campaign to

demonized Suddam as a threat equal to Hitler and the

incarnation of evil

J. War, public relations, and advertising -- Creel Commission

A Kuwaiti group brought in a US public relations firm,

Hill and Knowton, this firm invented atrocities in order to

create public opinion in favor of military intervention, if

Saddam were absolutely evil on a par with Hitler then no

negotiations were possible

K. The basis of testimony was a focus group what stories did they respond most negatively toin oct of 1990 a tearful teenage girl testified before a house committe that Iraqi sodiers had killed helpless

infants, the girls identity was not revealed, supposedly

to protect her parents from reprisal

L. Who was she, the daughter of the Kuwait ambassador to

the US, she had been coached by Hill and Knowton, who

also had helped organize the hearings.

M. Hill and Knowton had used focus groups to help decide

what stories would inflame public opionion the most, the

baby story, unsupported by facts of any kind, stirred people

up the most, therefore there Pr campaign focused on that

N. The entire US media became mobilized in villifying Saddam

and creating Iraq as this huge menace to civilized society,

terrorism, chemical weapons, nuclear weapons,POPULAR

CULUTURE CREATED A CLIMATE FOR WAR, AND ONLY

TALK OF WAR GOT A HEARING

O. No anti-war coverage, 0.7 on ABC, 0.8 on CBS, 1.5 NBC

No coverage of anti-war movement, 1% , and any coverage

was of Arabs burning US flags

P. No foreign policy experts in the peace movement were ever

on the nightly news programs, even though there were

surveys that said more people wanted to here from those

people, 50% were for no military action

Q. media continually reported that goal was liberation

of Kuwait but it bombed Iraq into "stone age", constantly

during briefings by Pentagon and on news shows the

hi-tech clean natur of the war was emphasized, we were

riding the nose of a bomb so accurate it could be dropped

down a pipe, and all those people killed in that shelter were

human shields, bombed not military targets but civilian

infrastructure, sewage, water treatment, power, 6 weeks

of heavy bombing

R. However, Pentagon later admitted that only 7% of the

weapons were "smart" and 70% of the bombs missed their

target, but everyone knows that, don't they, 200,000

Iraqis, mainly civilians, most US casualties from friendly

fire

CNN and Gulf War II "Showdown with Iraq"

One Arab columnist: "As Iraquis stockpile food, Americans are buying beer and popcorn to watch the fireworks>"

3) An hour special, first 35 minutes, advocating the

bombing of Iraq

4) Volunteered to package the made-for-TV "town

meeting", sell bombing, with time for commercials

Albright, Cohen, Sandy Berger

5) on the floor, veterans, ROTC cadets, military history

class

6) Oops! and in middle America too, maybe Americans

don;t like killing Iraqui children for oil

7) Why bomb Iraq when other countries have committed

simialar and far more brutal

8) CNN demand right to precensor questions, some

democracy, some town meeting

9) Oops! the whole world was watching because of

conglomeratization

10) CNN non-coverage of county-wide anti-war protest

11) how about an account of this "town meeting" written

from the point of view of the "successful" protest, no,

Nightline, no NYTIMes no Washington Post, too democratic

12) not just OSU, but Albright in SC and UNAmb at

U of Minnesota

13) Protesters not really Americans, subversives

C. Thi`s mass media production of war created a very

undemocratic atomosphere in the US, the coverage was

good, and objective

1) yellow ribbons and pro-war demostrations, 90%

approval, "Americanism" -- no dissent, "for the boys"

2) where your yellow ribbon or your patriotism or

else, no legitimate dissent, "nuke" Iraq, violence

towards ARabs and arab owned businesses in the

US

3) newscasters as cheerleaders

IX. Leaving Saddam in power

A. left Saddam in power to terrorize Shiites and Kurds

who fought on our side,

B. Why? Were afraid of what would happen to the balance of

power in regard to Iran, really wanted coup, same people

just without SAddam.

I. Advertising and the Social Construction of Unreality

A. Manifest goal of advertising

1. form of competition

a.. product identity

b. superior quality or equal quality less price

2. selling products that consumers want

B. Real goal of advertising - market

1. create a consumer psychology, a psychology of

consumption

a. "I buy therefore I am"

b. consumption is a right that I have earned by

working hard

2. creates desires and needs and wants and anxiety

a. background is upper middle class or

upper class

b. SUV

3. provide material for identity construction

a. I am what I wear, I am what I own

i. clothes and identity

ii. outdoor barbecues and identity

C. Structure and content of advertising

1. MTV

a. short around 20 seconds with multiple cuts

b. emphasis on attractive images with some

voice over

2. emotional associations, not thought

a. Father and son at McDonalds

b. Coors and the Rocky Mountains

c. August Busch and tradition

d. Gap and cool - khakis, now leather

e. Cars and freedom and independence

f. SUVs and nature

3. Humor

a. Miller and "twist to open"

b. Budweiser frogs and lizards

Entertainment/or the Product

I. What kind of product does this synergistic system need?

A. product capable of gaining widest amout of appeal.

B. Advertising execs in relation to TV, don't want anything

that is too serious, or anything that would divide the audience

C. Want a good wrapper for our images to be associated with.

Lowest common denominator, sex (Tittilating), violence,

sentimentality, sit-coms,

1) entertainment TV is 1000x more violent than

` real life, 5% of crimes are violent crimes in reality,

over 50% of crimes on TV are violent

II. Look at film

A. Studio system and genre films, most influential form

of popular culture for 50 years, Stagecoach

B. Breakdown of system, Vietnam, civil rights, and revisionist

movies, Little Big Man

C. The large conglomerates and a new type of movie, the

product, the "blockbuster", huge financial investment, equally

large advertising and promotion, saturation booking

Jaws, Star Wars late 70s

III. What are the characteristics of the blockbuster, is it just entertainment

A. Much of the material and energy is drawn from comic

books, Batman, Superman, pop novels, B-movies, 40s war

movies, and earlier series, Flash Gordon, Buck Rogers

B. Pure "escapist entertainment", action driven, dependent

on special effects, but also sound, and they are "realistic"

C. Unambiguous good and evil, evil is external threat, crazed

Muslim fundamentalists, Crimson gihad, Columbian drug lords,

outer space creatures who live only to "absorb" or "kill"

Fanatical lust to kill and destroy, "There's humans and then

there's Comanches." Besides, they're not people"

D. good is us, the American way, or another form of evil is

those deviants in America who have taken advantage of

or lenient society. History is a casualty, either amnesia,

myopia, or blinders. Mississippi Burning, Indiana Jones

E. Return to unambiguous hero associated with American

ideals of rugged individualism and free spirit, Indiana Jones,

John McClain, Rambo, this unambiguous hero kicks butt

audience identifies with hero

1) frequently though he is constrained by little annoying

things like laws and civil rights which he sweeps aside

to the applause of the audience

2) hero only kills those that deserve it

F. Sanitize violence, no collateral violence, and no really

ugly violence, no human beings really die, atom bombs,

Harrier jets

G. Usually hi-tech weapons and computers etc, stealth boats,

are foregrounded, never a question of the technology itself, but

of technology in the hands of the evil ones.

1) US military except if there is a bad guy driven by

greed, in our society, acts as moral policeman

Pentagon gets hundred of scripts per year, okays

some for use of military

2) Police are last line of defense against deviants,

no police brutality, drug sweeps in poor areas, police

discretion in arrests

H. Old fashioned linear story-telling, nothing confusing, or]

requiring thought, no subtle lighting, camera techniques,

angles, cut to action, feel good resolution with bad guys

getting it

I. Technologies of Destruction

A. Weapons

1. Bombs

a. conventional:

i. size: 500 pounders to MOAB

ii. gps guided (Boeing: 200,000)

iii. laser

iv. 15,000 smart bombs 90% effective

b. unconventional conventional: daisy cutters, germ bombs, dirty bombs, incindiary bombs

c. cluster bombs

d. nuclear: hydrogen bombs/warheads

i. globally: 30,000 World Policy Institute (1986 69,075)

ii. US: 12,000 (5400 nuclear warheads, 1730 nuclear bombs, and 1670 tactical nuclear weapons)

iii. Russia: 16,000

iv. France, GB, China, Israel, South Africa, Pakistan, India, North Korea

iii. effect

iv. great idea: neutron bomb

v. Robust Nuclear Earth Penetrator

2. Biological weapons

a. during cold war US and Russia alone could developed enough to kill everyone on earth

i. anthrax and plague

ii. typhus, Venezuelan Equine Encephalitis

iii. fungi to attack crops, natural toxins

b. 20 countries

c. new developments

i. US: germ factory, bomb, and strain of anthrax

ii. Russia: Gene splicing food poisoning gene to anthrax

3. Chemical weapons

a. 27 countries

b. US and Russia largest stores: choking agents, nerve agents, blister agents, blood agents

(chlorine, cyanide, mustard

c. new devlopements

i.. calmatives

ii. opiates: etorphine 500x moe powerful than

morphine

4. Miscellaneous

a. depleted uranium

b. small arms

c. anti-personnel mines: 50-80 million

d. non-weapons technology: commercial airplane,

chemical storage

5. Cost of weapons development

a. Global $8 trillion

b. US $6trillion

B. Infrastructure domestic

1. civilian command bureacracy

a. Pentagon

b. Cheyenne Mountain

c. technical infrastructure

2. military personnel

3. bases

4. delivery systems

a. planes: US 15,000 aircraft (4600 nuclear capable)

i. B52s,

ii. stealth: F117, B2

c. ships: largest Navy in world

i. aircraft carriers

ii. submarines

b. launch pads for ICBMs: 4200 strategic launchers

c. defense systems

i. mds, tds

ii. Star Wars

iii. DEW line

d. highway

5. Research/testing

a. Sandia National Laboratories

b. White Sands Proving Grounds

c. Nevada Nuclear Test Site

d. Universities

6. Production Infrastructure: concentrated but . . .

a. large mncs, Lockheed Martin, Raytheon, TRW, Boeing

b. sub-contractors

i. F22

ii. 48 states involved in production

c. related industries

i. mining Uranium

ii. parts and materials

iii. fuel

C. global infrastructure

1. bases: US alone bases in 35 countries

a. Okinawa

b. Turkey, Saudi Arabia

c. El Salvador

d. Qatar

2. Intelligence

a. CIA

b. satellites

c. unmanned drones

3. global weapons aid and sales

D. Destruction and Power

1. political system

a. campaign financing $7 million

b. lobbying $38 million

2. ideas

a. think tanks (Center for Security Policy funded

b. advertising

c. experts (commission to assess the Ballistic Missile Threat to the US\_ Rumsfeld)

II. The Cold War

A. Briefly

1. Arms race

2. MAD

III. Unintended consequences

A. Sacrifices the Arms Race

1. Shoshone

2. Navajo

3. workers

4. Plutonium files

5. soldiers: 1950s-1990s

B. Proliferation of Weapons

1. Weapons as Aid

2. Weapons and weapons dealers

a. Selling weapons: Cold War

i. Nixon Doctrine

ii. arms transfers is part of foreign policy

iii. new weapons systems not old

iv. arms sales exploded $2 billion to $17 billion

v. Shah of Iran: $40billion

b. Pakistan and nuclear technology

B. Attempts to control Proliferation and Use

1. Conventions: international law

a. testing: Comprehensive Nuclear Test Ban Treaty

(Senate rejected in 1999)

b. abm: Anti-ballistic Missile Treaty 1972

(US withdrew 2002)

c. non-proliferation: SALT “cessation of arms race”,

SALT “nuclear weapons limitation”

d. anti-personnel mines: Convention on the Prohibition of Anti-Personnel Mines

(US refused to sign)

e. chemical and biological weapons: Convention on the Prohibition on Biological and Toxin Weapons

f. small arms: UN agreement to Curb the

International Flow of Small Arms 2001

( US opposed)

2. Geneva Conventions: jus in bello

a. proscription of classes of weapons: nuclear,

biological, and chemical

b. proscription on targets: non-combatants

c. proscription on indiscriminate weapons

3. US law

a. Foreign Assistance Act:

i. no military aid to countries wutg active nuclear weapons programs

ii.military aid for defensive purposes only

b. Arms Export Control Act of 1976

i. no arms to human rights abusers

ii. no arms to countries harboring terrorists

iii. vetoed by Ford

C. Problems

1. Enforcement of International law

a. Security Council and the veto

b. Force

2. Inconsistency

a. Israel

b. Pakistan

c. Turkey

d. Iran

3. US and the military industrial complex

a. $12 billion in Aid, one half military, Israel and

Saudi Arabia

b. biggest weapons dealer

c. biggest dealer to countries in conflict (both sides)

d. biggest dealer to dictators

D. New developments: US

1. Doctrine of Strategic Preemption

2. Nuclear Posture Review

3. CIA

a. increasing proliferation

b. defense against US

D. Other consequences:

1. Environment

a. Sandia 46,000 55 gallon drums of radio active waste above ground under white tents

b. DU: 50,000 stell cylinders 700,000 metric tons

c. Military:

i. 50 million acres

ii. “sacrifice zones”

iii. perchlorate, rocket/jet fuel

iv. other countries Okinawa

d. military II: exclude us

i. munitions and weapons systems from

hazardous waste laws

ii. chemical constituents

iii. allow Lockheed, Boeing, and Kerr McGee

to dump highly toxic chemicals into ground

by reclassifying them

iv. prevent state government and local citizens from law suits

v. limit EPA response to contamination of

drinking water

d. DU: Bosnia, Iraq, Kuwait

2. Real Casualties

a. civilians

i. WWII 50%

ii. post-WWII 80%

iii. post-conflict: 20,000 a year land mines

3. Terrorists and weapons of mass destruction

a. Russia

b. S. Africa

c. Sandia Oops lost some plutonium

4. Power: military-industrial complex

a. Ike

b. political system

c. fear

d. patriotism

Nuclear Weapons -- atom bombs to hydrogen bombs-- the Cold War

I. the birth of the atomic age

A. the Manhattan Project under the supervision of

Robert Oppenheimer

B. August 1945 dropped two bombs, one on Nagasaki, one

on Hiroshima, these are cities

C. Explanation: military targets, to prevent the necessity of

an invasion, to save American lives, one million

D. Reality:

1. no military operation with ground troops for 3 mos

2. if there were to be an invasion in Spring of 46

3. Eisenhower: "Not necessary", Gen Leahy, Jt Chief of

Staff: "no material assistance in ending the war against

Japan, already defeated and ready to surrender.

4. Mid-1945 Japan had lost most of its Navy, and had

sought peace through intermediaries, conditional, Emperor to remain

5. Political reasons:

- end war quickly to keep Russia out of Japan,

and not involved in its reconcstruction -- why?

- send message to Russia that we were the new

world power

- why not Tokyo, military wanted to see damage

on virgin sight

- why two bombs

6) Secretary of State Byrnes: "Not to win war but to make Soviets more manageable"

7) "So we can dictate our terms at the end of the war."

II. Where are the scientists?

A. Working for Hitler, working for Stalin, working for Truman

III. Cold war begins then during world war II, peace is extension of

war -- Nuclear escalation

A. Scientists ambivalence

B. Oppenheimer

"If the radiance of a thousad suns were to burst into the sky, that would b elike the splendor of the Mighty One . . . I am become Death, destroyer of worlds."

C. Oppenheimer on last official day as head of the MP,

Oct 16, 1945

"If you ask, Can we make them (atomic weapons) more terrible? the answer is yes. If you ask, Can we make a lot of them? the anser is yes. if you ask, Can we make tehm terribly more terrible? the answer is probably.

D. Physcist tied to military, the most important military resource that a nation state could call upon

E. We need the super - technology and power - military

1. Air force began presurring for the hydrogen bomb

one thousand times more powerful

2. Omar Bradley: intolerable to let Russians get it

first, but only psychological advantage

3. We can get it first, destroy them to ashes without

getting our hair mussed.

F. Technology and power- political and ideological

1. Was Truman soft on communism? McCarthy

2. Senator Brien McMahon, Joint Comittee on Atomic

Energy, rabid anti-Communist, the bombing of

Hiroshima was the "greatest event in world history

since the birth of Jesus Christ"

3. McMahon: ". . . one thing: blow them off the face

of the earth quick, before they do the same to us --

and we haven't much time."

IV. Scientists resist

A. James B. Conant: " this will just lead to greater and greater

escalation, we have a half-megaton bomb already, 500x

the power of the one that blew up

B. Oppenheimer and the GAC - this is totally irrational and

immoral, Weisskopf: "Hiroshima was a blunder and Nagasaki

a crime."

V. Bombs away

A. Nov 1. 1952, Elugelab 65 tonsMike, 10.4 tons of TNT,

1000x greater than Hiroshima

"The fireball expanded to three miles in diameter. Observers, all evacuatd to 40 miles more away, saw millions of gallons of lagoon water turned to steam, appear as a giant bubble. When the steam had evaported they saw that the island of Elugelab where the bomb (or building) had been, had vanished, vaporizes also. In its place a crater 1/2 mile deep and two miles wide had been born in the reef.

B. Aug 12, 1953, Sakharov's version was detonated

"At a meat-packing plant a hundred miles away, the windows shattered.

C. Sakharov, like Oppenheimer,

"We, the inventors, scientists, engineers and craftsment had created a terrible weapon, the most terrible weapon in human history; but it use would lie entirely outside our control The people at the top of the Party and military hieracrchy would make the decisions. "

McDonald's "fast foods" for a fast country

I. dick nd Mac McDonald were first to realize that where people worked and lived would effect how they ate, and how they thought about the eating experience.

a. in 1940 they opened a samll drive-in in SB on a

$5000 loan from B of A

B. It was a successful drive-in making a profit of $40,000

but they thought it was too slow, sometimes 20 minutes for

service

C. They realized two things: people had less time because of

commuting from suburbs to work, and young families needed

a cheap place to eat when they went out

II. In Fall 1948 - closed down for a month - there goal "speed", lower prices, and volume

A. There new symbol was a Chef called "Speedy"

B. They applied the techniques of mass production to eating -

they in essence created and assembly line -- the values of

modern society - efficiency, standardization

C. Choice was meant delay, not individuality, but choose

for the customer, create a taste for a burger

D. eliminate car hops, specialized division of labor, 3 grill men,

2 shake men, 2 french fry men, 2 dressers, 3 countermen

E. Limit menu, smaller burgers, standardized condiments

F. Machines for mass production, develop new grill for more

burgers and faster, lazy susan for processing 2 dozen buns,

pump that squirts exactly the same amount of ketchup and

mustard, new machine to mass produce shakes, and one to

make standardized patties, introduction of paper to cut the

problem of dishwasher

G. James Collier, largest KFC franchiser:

"i have never senn anything as breathtaking since then .. . There was aline of people haflway out to the curb and the parking lot was full. there was nothing else like it. They had two hamburger lines and they were handling people every ten seconds. I tore up my coffee shop plans and enterred the hamburger usiness, and except for the fact that I sold hamburgers for 19 cents, everthing else was the same as McDonald's."

II. Ray Kroc and McDonald's

A. Ray Kroc had an absolute fetish about conformity and

standardization, as one commentator said, it had a kind

of Orwellian quality to it

B. In 1958 he said to the Mc brothers

We have found out, as you have, that we cannot trust some people who are nonconformists. We will make conformists out of them in a hurry. Even personal friends who we know have the best of intentions may not conform. they have a difference of opinion as to various processing and certain qulities of product . . .your cannot give them an inch. the organization cannot trust the individual; the individual ust trust the orgainzation. . ." no franchises to Ca for a period.

Suburbs -- mass production and the American dream

I. After WWII owning a home becam the embodiment of the American Dream

A. Before the War, an avg builder might build 5 houses

a year, total housing starts for avg year 100,000 +

B. The suburbs was a social creation as well as an architectural

one

C. The central figure was William J. Levitt, his first mass

produced suburb was called Levittown

"Lievittown houses were a social creation more than an architectural one -- they turned the single dteache single-family house from a distant dream to a real possibility for thousands of middle-class American families.

D. Levitt brought Fordism to housing, not custom housing,

but standardized housing, that the avg American could

afford

E. Techniques

1. WWII had been his laboratory, much of his technology from war, pre-fab walls and ceilings,

aluminum

2. Levittown 17,000, 180 a week, 36 each day, 18

in the morning, 18 in the afternoon

3. No basements, flatten land

4. How to? 27 steps to building a house, therefore,

specialized with 27 different teams, semi-skilled

5. Two types of houses, Cape Cod $7900, ranch $9500

6. no down payments, no closing costs, no secret extras

sold 1400 on first day

II. However, this is not just the question of entrepeurship,

happens in a web of political, economic, and ideological power

A. Ideology, Levit, "No man who owns his own house and lot can be a communist. He has too much to do"

B. Political power: suburbs supported by Gov, need to commute,

not mass transit but Super highyway federal Interstate and

Defense Highway Program in 1956, 42,500 miles, 96 billion

C. Federal money to home loans, VA, FHA, loans, low or no money down, 2 to 3% interest

D. Federal money to suburban infrastructure

E. Economic power -- who does this benefit, GM, oil, transportation and associated indusries, 1 in 6 businesses

was dependent on auto

F. Segregation

Mass Media and Entertainment: Film and Society

I. Film and Power

A. From its inception the film industry has been embedded

in a context of power relations -- economic, political, and

ideological

B. If viewers do not see film (and TV) as technologies of

social control then they are the only ones because government

and big business has.

C. Approach this from a historical perspective, looking at

the development of film technologies and associated technologies and the powers which shaped them

II. Early Film - Nickelodeons to Conglomerates

A. Large scree motion picture projection was developed in the

late 1890s, credit to the Lumiere bros and Thomas Armant and

C. Francis Jenkins.

B. Became immediately popular in the form of niclelodeons,

store front theaters that charged a nickle.

C. They were located in working class and immigrant sections

of major cities, immediately popular

1. 1905 to 1907 profits increased 600%

2. By 1908 600 nickel theaters in NY alone, 3 -4

hundred thousand per day, yearly receipts $6 million

in NYC alone

D. Two forces at work immediately, economic and political

1. Because these theaters were in working class areas

where many immigrants lived

they were considered a possible source of radicalization, therefore they needed to be regulated -- producers cooperated --

New York of Motion Picture Censorship

laws taxed for licensing, police jurisdiction,

controlling attendance of children

2.this begins a long history of government regulation

of the movie industry -- not protected under

first amendment until 1952

3. The huge revenue that was being generated led to

different groups and organizations trying to monopolize

the industry

Edison's own Motion Picture Patent Company was

the first to try and monopolize the industry through

licensing and patents

They had large espionage network, conducted their

own raids

E. The group that won out was headed by Adolph Zukor, later

to be head of Paramount and William Fox

1. They moved the venue to middle class neighborhoods and built exotic movie palaces

2. Raised the price and by the mid- 1920s the movie

industry was one of the top 10 industries in the country

a position it held for 25 years

F. This was the beginning of the studio system

1. Studios moved to California and five major

studies began to dominate every aspect of

the movie business, from production to distribution

to exhibition, RKO, Warner Bros, Paramount, MGM,

Twentieth Century Fox

2. By 1929 two years after sound, The Jazz Singer, these

five controlled 90% of production and 50% of seating

capacity, mainly in the first run houses in major cities

G. This system was transformed somewhat in the 30s with

the Depression

1. the invention of sound had allowed major corporations

to gain entrance into the film industry, ATT and RCA

bought up all the sound patents

2. Also four of the five majors suffered a downturn

during the Depression which allowed major financial

institutions controlled by Rockefellers and Morgans

to become owner

3. the proliferation of social realist films in the early

30s brough another wave of potential censorship this

time from the Catholic legion of Decency, set up a

Production code that lasted from 1934 to 1966

4. There was also pressure on the industry to make

films that reinforced traditonal American values.

"Hollywood directed its enormous pwoers of persuasion to preserving the bsic moral, social, and economic tenets of traditional American culture."

5. The types of films that emerged from this are what

are known as genre films, most well-known as defense

of tradtional American values

John Ford's westerns, Stagecoach, My Darling

Clementine

Frank Capra, Mr. Deeds Goes to Town, and

Mr. Smith Goes to Washington, It's a Wonderful

Life

6. These are not just entertainment, Ford and Capra

and the government certainly realized they were

a subtle form of propaganda, ideology, both were

hired to make propaganda films during the war

H. The war years were extremely profitable for the movie

industry, 1941-1946 the studios income double

1. by 1946 95 million Americans were going to

the movie each week, 75% of the population

2. the movie industries decline began almost immediately

after the war, by 1955 46 million

3. Film industry did its part during the war making

films "war genre", John Wayne, Sands of Iwo Jima,

Guadocanal Diary,

3. TV but US vs Paramount, et al, end to block and blind

booking, divest themselves of theaters, understood

the power of this industry to shape the world

4. Government attacked the movie industry in the

HUAC, in 1945 the Chamber of Commerce had

published a report on possible communist infiltration in

entertainemtn

I. By 1960s only 20 million were attending movies per week,

many theaters had gone out of business, however, during the

Vietnam war film became popular on college campuses

1. New technologies to stem decline, Cinemascope,

3-D, drive-ins

1. Films were not pro-social, nor ideological, only partial,

or no resolution, filled with ambiguity, anti-heroes

2. Directors influenced by Godard and Truffaut, Arthur

Penn, Stanley Kubrick, Robert Altman, Sam Peckinpah,

Francis ford coppola, Martin Scorsesse, Milos Forman

3. Bonnie and Clyde, Little Big Man, Night Moves, MAsh,

McCabe and Mrs Miller, Nashville, Chinatown, One Flew,

The Godfather, Mean Streets, Taxi Driver, Easy Rider,

The Graduate, Cool Hand Luke, The Wild Bunch

4. they are critiques of society from the point of view

of society's victims, society is inhumane, depersonalizaing, and violent

5. Pauline Kael calls this the "Golden Age of Film", it

emerged in a time of social unrest and the breakdown

of the studio system

J. however, by the late seventies, the vacuum that had been

created in the film industry was filled by large corporations,

what we have today

1. concentration of economic power of large corporations

in the film industry

2. surprisingly the government has vacated the consent

decrees against the studios making it legal for these

conglomerates to integrate vertically again, create

shared monopolies in production, distribution, and

exhibition

III. New technologies and synergy

A. The ownership of the film industry and other areas of

the media has coincided not coincidentally with the

development of a vast amount of new technologies, and techniques of decimination

B. VCRs (rentals are 4x1 over ticket sales), Pay TV, HBO, cable

broadcast, books, tie-ins, sound tracks, oversees, CD roms, video games.

C. So now these large corporations are integrated horizontally

they own parts of these different techologies, this proliferation

hardware demands a certain kind of software, or what is

called a product

D. this product is called a blockbuster, this used to refer to

gross reeipts but now it refers to a type of movie with

"its own formula and its own audience" , but that get fit

with all of the hardware.

E. an audience with certain entertainment expectations

F. Big successful movies are big successful profits in all the

areas of the media, like TV, movies need mass audiences,

world wide, breadth and depth

IV. The blockbuster as ideology

A. Huge investment requires huge profits, movies are a product, a product for mass consumption

B. Mass consumption requires mass tastes, needs, mass

consciousness that accepts the need for the product

C. It is a conception of consuming -- consuming two hours

of mindless entertainment, but is it mindless, action, violence,

and sex

D. Devalue thought, our whole culture devalues thought,

people might begin to question the world in which they

live, action is foregrounded in the movie, thought is

absent or ridiculed. -- non-stop spectacle of action

VI. the political world of entertainment, the Blockbuster

A. Manichean world of good and evil, no ambiguity,

might as well have a sign hanging around the bad

guy

B. The bad guys are either threats from outside,

Crimson gihad, aliens, the borg, or deviants

within, Broken Arrow, Face-Off, Eraser

C. Old fashioned kick-butt hero, no Hamlets, he knows

who the bad guys are and wants to kick butt, and

the bad guy needs to be killed at least twice, thinking

people are whimps and/or dupes, someone we atomized,

and powerless can identify with

D. An overwhelming visual and aural experience (special

effects) roller coaster, his it possible to have a thought

during the movie, indeed the goal is for you not to

think "pure escapist entertainment"

E. Violence is necessary, no one is killed who doesn't deserve

it, accetp once in a while just to show us how really really

bad the bad guy is Atom bomb goes off in two movies and

no one is hurt

F. Technology is progress, progress in weapons is good and

necessary to fight the aliens, weapons, computers, just don't

let them get in the hands of the bad guys

G. US, military, and police are good, if a cop, or a policeman

is bad then he is a deviant, US makes mistakes but we really

are good guys,

VII. Isn't this the same world as the logic of profit creates

A. Uncritical acceptance of our way, free market democracy

as the norm, good, a there are threats to our world, evil

irrational

B. a violent world, threats from the outside, and within, therefore we need larger military and police, harsher sentences, and we have to be violent, much as we

are law abiding

No thinkers wanted

C. Military and police are last line of defense against

psychos/terrorists, let's not shackle them with things like

constitutional rights

D. Uncritical acceptance of hi-technology; it's a tool, as long

as it is in our hands it's okay

E. Never group action, always devalued, groups always

agitating never accomplishing

TV and power: Televison entertainment shows, because of their institutional tie-ins, ownership and advertising, face the demand to

attract large "quality" audiences

I. Just entertainment

Herbert Schiller: "One central myth dominates the world of fabricated fantasy; the idea the (media) entertainment and recreation are value-free, have no point of view, and exist outside . . .the social process. . . Popular media is basically propaganda for the status quo."

mainstream movie and media propagate imags and ideologies that are supportive of imperialism, anticommunism, capitalism, racism, sexism, militrism authoritarian violence, vigilantism, and anti-working class attitudes."

II. TV sitcoms-

1. main preoccupations, sex, personal relationships, individual

desires, self-assertion, who am I

Should I fall for Tom Sellect or Brad Pitt?

Will Daphne and Niles get together?

perfect horizon for people who are totally depoliticized

2. 50 million "individuals" just happen to choose, freely,

to spend their few hours of leisure time with Ross, and

George, and Elaine

3. social control -- we know where you are, long day of work,

second shift, then we have entertainment for you, and you

think that you chose this

III. Drs, lawyers, and crimes

1. DS, ls, and police are self-less heroes

2. police and lawyers are hindered by legal system and

all the constitutional rights bs, therefore scum bag

rapists and murderers like Lee Iaccoca go free.

Violence is necessary, as is a lack of respect for constitutional

rights, the best answer is vigilante justice

3. drs are heroes of the emergencey room, where are

drs really, come on, thank god for hi-tec medical care

that 40 million can't afford, but these doctors will do

it for free.

4. secret hi-tec agencies are working behind the scenes and

beyond the law to save us from evil deviant psychos, power

unto themselves, no accountability

5. the government is keeping its knowledge of occult and

extra=terrestrial knowledge from us and Mulder and

Scully are in hot pursuit

Televison and Political Power

1. Television, advertising, and political power have changed the nature of political campaigning

- techniques of advertising, short 15, 30 second commercial,

advertising people orchestrate campaigns, selling a product,

how best to market it

- repeal of Fairness Doctrine 1927, where reasonable time had

to be provide for discussion of public issues, and time

given for reasonable respons, in 1984, equal time

- consequences, canditate spends, 9.5 seconds talking, huge

amounts of money for advertising, no debates CA, proliferation

of conservative and moderate views remain unchallenged

- Supreme Court rules that the First Amendment allows

corporations to spend any amount of money, unlimited,

in any public referendum

2. The new technology of hi-resolution digital TV which allows one station to broadcast five shows at the same time

- was subsidized by the government to the tune of $70 billion

as Clinton gave 1500 tV stations all another free channel, they

were going to charge us

- how about public space in this new "spectrum", the Gore

Commission, I'm sure they will go along, I mean it is not

like they were going to charge us for what we gave them.

- congress already has threatened the FCC with funding

cuts if it goes ahead with idea to provide free time to

candidates

3. congress passed a Telecommunications Act in 1996

- WSJ "closed door between tcidustry and cong leaders,

- the best $40 million could by

- how did our media present it, more competition

-reality, increase of 50% ownership by major corporattions,

allows for greater concentration of ownership in markets,

increased the number of radio, TV, and newspapers, now

one co can control all the information in one market, free

enterprise democracy

The New World Order: Computers, Television, and Guns

I. Frequently referred to as "globalization" and presented largely

through commercials as a kind of technological utopia -- glass and stainless steel, computer screens everywhere, computer graphic images of a information highway, happy workers dancing the somba, near-orgasm from getting a new think-pad, recently with god-likeness

A. it will effect every facet of every culture/society

B. It will not only cover the globe, but penetrate to the

very depth of human and natural life through biotechnology

II. At he heart of globalization is what many call the 2nd Industrial

Revolution -- the heart of which is the perfection of the microchip and the microprocessor in 1971

A. Wired magazine called it a Digital Revolution "with social

changes so profound their only parallel is probably the

discovery of fire."

B. Fortune magazine "computer-aided design and manufacturing has created a new industrial revolution"

C. AMA: embarking on a "genetic revolution from which there

is no turning back."

D. This revolution like the "first" emerged in a context of

power arrangements, but this time they are vastly more

efficient

1.large multi-national corporations,

2 efforts at global political and legal arrangements that transcend national sovereignty,

3. ideology -- somehow the grasp for wealth

and power which knows no limits is really going to benefit all of us

E. a huge irony, IBM, collected the biggest group of scientists,

computer geeks for a meeting to determine the direction,

oops! Who knows

"After a week of discussions the experts threw up their hands and said they couldn't possibly foretell the range of impacts the computer would have in even the short run, much less the long." OOOps! Gee, let me think! does this ring any bells, Bhopal, Chernobyl, DDT, PCB, Dioxin"

III. The structure of the new world order and its essential technology

A. it is the organization of the entire world into a single politcal, economic, and cultural system. This new system

will include a new frontier -- genetic material, froms seeds

to the human genome.

B. This system is only possible or even conceivable because

of three technologies - computers, television, and guns

C. And remember technology is embedded in webs of power

1. technology is power, the power to shape the social

environment, the power to created desires, the power

to dominate the environment, the power to dominate

other people

2. Technology reflects the heart and mind of a culture.

"An industrial society, it become obvious, has its own inevitable logic, simply because its needs and values are dtermined by its tchnology. In such a society the artifacts are not something added on, like coat of paint or a caboose; they are bsic, central, the revelation of its maind and heart."

IV. The computer is the essential technology of this new world order

A. Central institutions of the new world order are large

TNCs -

1. Of one hundred largest economices 50 are corporations

2. Major sectors of global economy are already shared

monopolies

3. Some TNC own over 1/2 the corporate assets of smaller

countries

B. These TNCs have globalized, not only their markets, but

production and distribution

1. globalized production and distribution creates a complex corporate bureacracy that requires speed

and efficiency to coordinate global activities

2. the computer allows the centralization of power

and authority, for example, corporate headquarters

in US or Germany and Japan, and instantaneous

communication to global divisions and subsidiaries

"By 1991 more than half of all US exports and imports were transfers of components and services within the same global corporation, most of them flying the American flag."

3. The majority of production is global, esp, consumer

goods, tv, calculators, radios, shirts, suits, belts,

ties, underwear, shoes sneakers, toys, and luggage

C. Marketing

1. Computers also allow the creation of huge databases

for determing both production and marketing

customer profiles, age, sex, size of car, number

of rooms, graduate degrees to create psychographics

2. Example, SRI for food industry association

Harried, fast foods, steak houses, and boneless frozen chicken

traditional - aging newspaper readers, not advent

urous eaters

financially restricted and then working singles

took further surveys, belongers, outerdirected, inner directed, need driven (poor) emulators, and

achievers

3. Example

- Wal-mart, second largest data base to US

government

- not just raw sales, profit margin, and inventory

numbers so that it can make decisions, but

- market data, analyzes customer receipts from

all stores, purchase patterns

- Wal-mart shares data with large vendors,

Proctor and GAmble and Johnson and Johnson

D. At least as important as the above are the global

financial institutions, both public and private, which

fund this great adventure

1. computers make possible the instantaneous transfer

of cash across the globe, for speculation, investment, loans

2. This creates the global electronic financial network

that parallels the global multi-national corporations

3. Less than 2% of daily transactions are these however

they constitute now well over 2 trillion per day

4. This global financial network allows the TNCs to

among other things stay ahead of national regualtion

and move capital to friendly countries

IV. New World Order and TV

A. Much as the computer is the essence of this new world

order because it ebodies its values of speed, efficiency,

organization, predictability and control

B. It is still a global market driven by production and

consumption, and what is being advertised and marketed

globally is the American dream

C. The World as global shopping mall and it is television

world-wide that is the technology that makes this possible

D. half the world population is exposed to TV, or some other

form of advertising selling the goods of the American dream

from single "sticks" to exotic shopping centers in practically

every large city of the world, Manila and Robinson's

Galleria, fifty one fast food shops and 62 botiques, and

dozens, video-game arcades, flower shops, movie theaters.

E. The head of Coca-Cola which makes 80% of its production

income outside the US

"people around the world are today connected to each other by brand name consumer produts as much as by anything else."

F. More people all over the world want the same thing to

eat, drink, wear, watch

V. Why guns? in this Utopia, and who has them?

A. there is a war going on, like the pundits say, but not

against terrorists, but against those who lose out in this

global village

B. About 4/5ths, will never, get into Robinson's Galleria

because men with guns will be at the door,

C. A constant "low intensity" war against the people of

the world

D. Why? Global development is a lie.

1. Third world is rich in natural resources; countries

that we think of as poor, are or have been quite

rich, Bangladesh, Mexico, Guatemala, Brazil

2. First world, west, have been exploiting the third

world for 500 years, first "explorers" set the tone -

Hispanola, Guatemala, to India, to the Gongo

3. Colonialism

at one point 85% of world was part of a colonial

empire

consequences, class society, immiseration of masses,

destroy cultural and social traditons, transform

economic relations, destroy the natural ecosystem

Bangladesh, Caribbean

4. Colonialism broke down during WWII when empires

were preoccupied with destroying each other

US emerged as dominant power and supported

those emerging regimes that maintained the

traditional "service" role of third world

US undermined socialist, democratic, and nationalist

regimes because they wanted to organize their

countries labor and resources for their own use

5. However, neo-colonialism is somewhat different

US called developement but most aren't developing

Create a debtor nation, then under the guise

of "structural readjustment" make demands

on the country

Privatized valuable holdings, open economy to

multi-nationals, transform or continue agricultural

production for first world

Force peasants off the land

6. These policies have such a devasting effect that they

cause social unrest

coops form, religious groups, liberation theology,

grass roots self-help

some countries overthrow their dictatorsh, Nicaragua, Haiti

7. Incredible, almost unbelievably horrifying reaction to

these atttempts at self-government

The Biotech Century: human life as intellectual property

Center: Scientists are beginning to reorganize, catalogue human and natural life at the genetic level, est, in ten years, the Human Genome Project will have catalogued the 100,000 or so human genes, and they will be patented.

Computer: Communictation and organizational technology to manage the genetic information that makes up the biotech economy -- computational technologies and genetic technologies are fusing into a powerful new technological and social reality

Genes: are the gold of this revolution and this revolution is a power struggle

I. Biotechnology and Power

A. Multi-national corporations are already vying for genetic

discoveries and organizaing the world for their patenting

and commodification

1. Du Pont, Eli Lilly, Novartis, Glaxo Wellcome, and

Monsanto (sold its chemical division in 1997)

2. Increase mergers and acquisitions, esp of biotech

firms

B. "Gold is in South"

1. Genetic prospecting -- looking for microbes, plants,

animals, and humans with rare genetic traits

2. They modify, or just isolated, ehen they patent

3. Not scientific discovery, corporate private property,

what is called intellectual property

C. Examples

UCla and John Moore own body parts patented by UCLA withou his knolwedge, licensed to Sandoz ph co -- worth -- $3 billion -- CA supreme court -- no propety right over own body tissue

Euro Patnent Office to Biocyte a patent on all blood cells coming from umbilical chord of newborn child used for therapy -- important for marrow transplants, must pay a fee, all they did was freeze the whole blood cells

NIH Human Genome Mapping Project Head rsigne, set up own co, patented 2,000 brain cells -- not even knowing function

C. We now have the power to create life through cloning,

destroy life through nuclear and biological and chemical

weapons, and we have defined life in terms of private

property

D. If indeed technology is the reflection of our hearts and

minds what does this reflect?

Deviance, Knowledge, and Power

I. we have already discussed how scientific knowledge and technological knowledge give us power over nature.

II. The French historian philosopher Michel Foucault argues that other forms of knowledge, particularly, social sciences -- psychology, criminology, even medicine-- are power too, domination of human beings

A. These forms of knowledge were supposed to be liberating

from the Enlightenment point of view, forms of knowledge that

would free us from superstition and set us on the road to

human perfectability -- whose perfectablility

B. Foucault's work, Madness and Civilization, The Birth of the

Clinic, Discipline and Punish, and Power/Knowledge

III. Politics of Knowledge

A. The pursuit of knowledge in the human and social sciences

is for the purpose of enlightenment and liberation

B. However, the bodies of knowledge that have accumulated

have been more for social control because they are used to

make normalizing judgments on behavior

C. academic, professional, and government bureaucracies and

their "experts" sociologists, psychologists, criminologists define

what is normal and what is deviant

D. These institutions and experts then construct techniques of

normalization, drugs, therapy, incarceration etc

E. The goal is social control through identity construction, this

involves those subjected to judgments accepting them

IV. Psychology and deviance

A. Psychology claims to have produced a body of knowledge

which is fact, has a scientific basis, this body of knowledge

can be used in identifying and treating the mentally ill

B. the assumption that the mind is an isolated

entity, psychic cogito, which is "sick" -- the individual mind is

sick.

C. this sick mind shows symptoms, behavior, feelings, which

can be observed and classified by the trained, observer, expert,

(in Freud's case interpreted)

D. the person needs to assume the role of the patient

1. accept the fact that the mind is sick, feelings, thoughts,

behavior are symptoms of mental illness, inappropriate

and deviant

2. accept and depend upon authority figure - drs of the

mind chemisty to heal you, or correct your behavior

3. accept the appropriate therapy, drugs, counseling,

incarceration

4. expectation of healthy, functional person to emerge

from therapy

III. Why is this power? Or social control?

A. It is scientific isn't it?

1. It appears to reflect cultural norms which are frequently tied to power, and to define

deviance from those norms as mental illness --forms of therapy,

- women washing clothes

- lobotomies for unhappy women

- tranquilizers for women in 50s

2. But it isn't like that now

- homosexuality a mental illness until 70s

-- survey of health specialists

-- depression, male therapist = women's fault

-- road rage a mental illness

3. Poverty and race

4. Rosenhan -- 2100 pills Elavic, Thorazine, Stelazine

IV. Power and the Psyche model

A. Pauline Kaplan DSM Committee, DSM mislables as mental disorder the efets of poverty, racism, sexism and ageism, making it seem as though these arise from problems in the individual psyche"

B. Psychotherpeutic model labels problems as individual

that may be social, putting the structure and organization

of modern technological society out of play

1. impersonal bureaucratic structures which dominate

the social environment

2. Isolation and alienation, breakdown of traditional

communites, extended families and support networks

3. The reality of powerlessness, stress, difficulty in surviving in society with minimal safety net

C. This emphasis on diagnosis and correction of the mind controls feeling and thoughts that might lead to social change, bad feelings and negative thoughts, by subjecting them

to drug treatment, EST

D. Who are the mentally ill?

1. Over 80% of those mentally ill, affective disorders,

anxiety and depression

2. Drug users, mainly alcoholics

3. very few are schizophrenic and those are less violence

than normal population

V. Deviance, power, and total institutions

A. Total institutions are settins in which individuals are

isolated from rest of society and manipulated by an

administrative and technical staff

B. Examples are mental hospitals, prisons, boot camps, concentration camps, alcohol and drug rehabilitation

one million in any givenyear are incarcerated

C. Goal -- resocialization -- instill different values and norms

into the individual so that they will be socially acceptable

self

D. Process

1. breakdown old identity

a. ritual death of identity ceremony, Goffman calls

a degradation ceremony

i. strip in front of staff, shower, cavity search,

institutional hair cuts

ii. throw out old clothes and other personal

possessions

b. eliminate any symbol of previous identity but also individuality

2. total control of the individual and the environment

a. rules and regulations for all inmates

i. time- eating, sleeping, therapy, leisure

ii. standardization - clothes, food

iii. no privacy, no rights

iv. mandatory drugs and therapy

v. limits on outside contact

b. physical barriers and boudaries

c. continuous supervision

3. re-build new socially acceptable identity

a. manipulation with rewards and punishment

(cigarettes, TV, extra sit-ups, guard duty)

b. cooperation and conformity to the institution's

rules and regulations is a sign of this process

working

c. non-cooperation means visit is extented

d. don't have an attitude problem

3. success or failure

a. some people return to society with their

mind right, no threat to status quo

b. institutional self that can't function outside of

institutions

4. institutions of resocialization reassure us that we

really are normal, gotta have those walls keeping

crazies seperate from us normals

5. Goffman's work had a major impact on the institutionalization of the mentally ill

a. many were deinstitutionalized

b. idea was to create half-way houses type

settings

c. never funded, almost 500,000 mentally ill

walk the streets homeless

Second Essay/Exam

Answer a total of three of the following questions. Be sure to follow the directions below. Write a well constructed essay for each question. The entire essay/exam should be no less than four full pages, typewritten and double-spaced.

Answer **one** of the following questions.

1. Power/Knowledge. Explain the reasons why Foucault considers "liberating" knowledge like psychology and the techniques of therapy to be forms of social control (power).

2. Environmental ethics and technology. Describe the dominant world view of scientific-technological culture and Leopold's alternative view. What questions does Leopold's view raise in regard to technology and ethics?

Answer **both** of the following questions.

1. Choose one of the following and analyze it by developing its main themes in relation to technology: Bradbury's "The Veldt," DeMarinis "Weeds," Carson's "The Obligation to Endure," or Oates's "Under/Ground."

2. Analyze Arundhati Roy's article, "The End of the Imagination."

After you develop the main themes of the article, describe the three philosophies of technology and where Roy might fit in. Be sure to support your interpretation.

Technology, the environment, and Utopia

I. We take technology for granted

A. if mass media projects images unto the cave wall

B. this is one of its biggests and most consistent

images

1. technology is good

2. technology is progress

C. Mass media and technology

1. news

a. health cures, genetic causes, drugs, and hi-tech

surgeries

b. re-seeding the planet with genetically engineered

crops will feed everyone

c. knowledge industries will make us all wealthy,

moving this economic boom

d. hi-tec military will save us from psycho terrorists

e. technology and education increases intellectual

2. advertising

a. Xerox - techno-Gods in Roman togas overseeing

us humans to make sure we take full advantage

of the gifts

b. MCI-Worldcom - looking through peep whole to

techno future

II. The dominant world view of technological society

A. man is lord of the earth

1. shapes the world and his own destiny

2. Dr. Haber: "We will create heaven and be like Gods."

B. earth is matter in motion

1. standing reserve - resource for control and

exploitation

2. from land to human genetic material it is private

property

C. science and technology are the means to shape the world

1. science discovers laws of nature and reduces laws

to equations

a. world is calculable, can be quantified, using

numbers

b. world can be categorized

2. technology

a. techne and logos "how to," doctor or cabinet maker

b. form of rationality - techniques

i. problem solving

ii. model for all knowledge, psychology and

sociology

c. tools for our use

D. science and technology can solve all problems, even

the unanticipated problems they cause

1. new cultural "wise men" are scientific experts

2. applay scientific knowledge and appropriate resources

D. "Primitive" societies need to change - progress too

III. The technological utopia - the model

A. Newsweek Nov 9, 1998 "The Hot New Tech Cities"

B. Globally from Scotland to India, countries are trying

to recreate the model of Silicone Valley and its promise

1. environmentally safe, clean, the "knowledge industry"

2. "smart" appliances, computers, internet are "progress"

they are going to make are lives "better"

3. Hi-tech jobs for everyone

4. keep the "American Dream" alive for the globe

C. Two questions

1. Is technological development "progress"?

2. Is there something essential at stake in answering

the above question, where are we going collectively,

a. what it meanst to be human

b the environment

III. Let's look at the model - Silicone Valley

A. The Face

1. 1997 53,000 new jobs, + 15% profit for its 150 hi-t

firms

2. avg salary 50% higher than nationa avg

3. two new millionaires each week

4. factories follow strict building codes of "complete

concealment"

5. massive beautifully landscaped campuses appropo

of the post-industrial age

B. Beauty is only skin deep - what is being concealed

1. the "post-industrial" knowledge industry is really

manufacturing based

a. mostly women 70% and mostly minority

produce "wafers" in "clean rooms"

b. "clean rooms" are clean from dust so the

wafers won't be contaminated, not free from

contamination

c. hydrocarbon solvents used to clean wafers

cause headaches, miscarriages, and cancer,

dichloroethylene

" On avg . . . making one 15 centimeter silicon wafer - the building block for a few dozen chips requires 9 kilograms of liquid chemicals and 6 cubic meters of gases, as well as 8610 liters of water."

d. these employees are temporary, at 3x the

national avg

e. no unions, and since 1990, the wages of the

poorest 25% have declined 14%

f. housing is scarce as are parks because of the

vast campus manufacturing centers

i. house is 155% of nat avy 315,000

ii. unaffordable to 70% of the county's pop

iii. close public parks in Palo Alto to residents,

not workers

g. this has led to commuting

i. massive and increasing traffic jams

ii. worse than lA

2. Knowledge industry and the environment

a. soil is toxified by chemicals,29 Superfund sites

b. water is toxic,

i. IBM 3 miles of underground pollution,

contaminated 17 wells

ii. heavy metals in sewage have poisoned

southern SF bay, killin oyster industry

iii. trichloroethylene and dichloroethylene

leak from holding tanks into water system

- cancer clusters, miscarriages, and

birth defects

- can't be removed completely

iv. glycol ethers can't be detected by normal

water testing protocols

- workers reporductive health

IV. What was the silicone valley like before -- another dream

A. Some of the most fertile soil in the world, now

suburban sprawl, topsoil 40 feet deep

B. grew 1/2 of the world's apricots, cheeries, and prunes

C. Called Valley of the Hearts Delight, tours

D. world's largest near-continuous orchard- 8 million

flowering trees

E. 6000 small family farms of less than 50 acres

V. But maybe a "virtual world" is better

A. Greory Stock futurist "comfortable indoor environments"

B. natural part of progress that relations between humans and

the environment are weakening

C. best of human experience is happening in another realm, the

technosphere

D. biodiversity, only a few animals really matter, "There is an

immense roser of speies that neither affect nor interest

the vast majority of humanking."

Human Life as Intellectual Property

I. Where is the "profit"

A. the gold so to speak is genetic material

B. Technology

1. advances in the biotech industry

2. computer

C. Genetic material and profit

1. the Human Genome Project

a. mapping the 100,000 genes that make up the

human genome

b. as they are mapped they are patented, meaning

someone owns them, how they are used, what is

derived from them

2. patenting unique genetic traits in humans and animals and plants, including seeds, rare cell lines

a. US took blood samples from Guaymi Indians,

and patented a virus derived from her cell line,

b. same with cell line from people in Solomon

Islands and Papua New Guinea

3. Closer to home - John Moore

a. Moore's body parts were patented by UCLA and

licencse to a global life science company Sardoz

b. Moore had a rare cancer and went to UCLA

for treatement

c. his spleen produced a rare blood protein

d. UCLA developed a cell line from it

e. And patented it, worth $3 billion and licensed

it to Sardoz chemical

f. Moore sued claiming ownership of his body,

g. CA Supreme Court rejected is claim, "he had

no property right over his own body tissues>"

4. more ridiculous - cells from an umbilical cord

a. Biocyte a US corporation simply froze the

cells from an umbilical cord from a newborn

child

b. they asked for and received a patent that

c. covered the therapeutic used of cells from

u. c. at any time

d. no patent fee, can't use

e. Biocyte possesses commercial control over this part of the human body

3. same

a. Systemic got patent on human bone-marrow

stem cells

b. they had done nothing

D. Conglomeration and resistance

1. Huge multi-national life science corporations are the

major players in this field

2. MAI is a guarantee that these property rights will be

guaranteed

3. Resistance to this genetic manipulation and atttempt to

own life

Guaymi response: I never imagined people would patent plants and animals. It's fundamentally immoral, contrary to the Guaymi view of nature, and our place in it. To patent human material . . .to take human DNA and patent its products . . .that violates the integrity of life itself, and our deepest sense of morality.

A group of South Pacific isalnd nations declared themselves a "patent-free zone"

NIH was illegally securing and transporting genetic material from India, India banned on transport of such material in 1996

Technopoly

I. Neil Postman raising question concerning technology

A. on the one hand a friend

1. gives us gifts - longer, easier, healthier life

2. asks us for trust and obedience

B. dark side

1. destroys vital sources of our humanity

a. creates a culture without moral foundation

b. undermines mental processes and human relationships that make life worth living

2. technopoly self-justifying, self-perpetuating system

wherein technology is granted sovereignty over

all social institutions and all personal and cultural life

II. Technology and society - three types

A. Criteria

1. relationship between technology and non-material

culture - symbolic world and institutions

a. beliefs and ideas -

b.religion and ideology

c. education, marriage andfamily, military

2.

B. Tool-using cultures

1. technology developed to solve problems of physical

life

2. technology developed to serve symbolic culture

3. technology is not autonomous in these cultures; it

subject to binding cultural and religious beliefs

a. beliefs guide invention and limit use

b. Samurai and Yir Yoront

c. Europe in early Middle Ages

4. technology or tools are integrated into the belief system

5. even in these cultures the power of symbolic system

to limit technology is limited

a. clock

b. Samurai

B. technocracy

1. technology begins to dominate culture as an ideology -

it is a set of ideas, beliefs, and values

2. symbolic world begins to be shaped by technology

3. tools attack culture

a. printing press

i. attacks oral tradition

ii. role of monks as transcribers

iii. Bible in every hand, makes everyone a

Pope

b. telescope - Judeo-Christian theology

i. new conception of univierse, earth is not

the center and man's place may not be special

ii. world begins to be explained by science

iii. new ideology and beliefs - power and

progress

4. competing ideologies in technocracy

a. religion is subordinated, but still existis

b. traditional social arrangements - family

4. First technocracy

a. 19th century England and a little later America

i. idea of invention and the impulse to invent

ii. progress

iii. if something could be done, it should be

done

b. techniques of the factory

c. technology of machine production

d. and laborer as tending the machine

e. new values: objectivity, efficiency, expertise,

standardization, quantification, productivity,

growth - Social Darwinism

f. traditional values: Religion and social Gospel

C. technopoly

1. totalitarian technocracy; it eliminates all alternative

world views

2. not by outlawing, but by redifining to fit its requirements

3. all forms of knowledge, ideas, and beliefs are

and institutions "technologized"

a. technique

i. calculation

ii. quantification

iii. method

iv. vocational aptitude tests, sexual attraction

tests, marital compatibility tests

b. accept the values of technology

c. experts rule, people drool

i. administer tests and evaluate them

ii. write books, guest appearances

iii. no experts, on love-making, friendship,

or child-rearing

d. subjectivity or personal experience is irrelevant

i. Girl who drove to Bakersfield

4. America is only technoopoly

a. no limits to progress

b. technological success

c. no overarching belief system to counteract

Education and Technopoly

I. Technologizing education - intelligence, information processing,

assessment,

A. The idea of intelligence

1. intelligence is a general term that refers to types

of responses in a variety of contexts

2. it is abstract and multifaceted, refers to no thing in

particular, which its quantification suggests

3. no test that can measure the quanity of a person's

intelligence

a. presupposes it is a thing, word of high level

of abstraction

b. and a single thing

c. it can be represented objectively with a number

4. figment of experts imagination, without his machinery

he'd be exposed as an intruder and ignoramus

a. just what the test measures is not known

b. what the measures signify concerning intelligence is not known

c. at it is harmful because of the weight social

institutions give it

d. funtion

i.

ii.

iii.

5. Francis Galton 1822-1911, years of invention and

measurement

a. founder of "eugenics" - perfect children

b. came up with idea of measuring beauty,

a beauty map

i. measure beauty all over the world

"attractive" "indifferent" "repellent"

ii. London had most beautiful girls

c. attempted to measure boredom by counting

fidgets

d. First intelligence test at International Exposistion

of 1884 - measure skull size

e. considered a genius of his times

B. Knowledge as information processing

1. computer is like the human mind

2. mind is like the computer

3. mind needs to be able to process information

4. redefines knowledge

a. bites of information

5. succes at being tested on retained information

6. education involves assessment of retained information

C. technologizing the learning experience

1. smart classrooms

2. on-line courses

3. TV lectures

Technologizing Medical Care

I. medical cure, hi-tech diagnosis, kill it , or cut it out, or off

A. Diagnosis is mediated by technology - patient

1. reduced to part

2. chemistry experiment

3. tests - cholesteral, CBC, SMAC

B. Diagnosis mediated by technology - DR. Patient

1. Dr. uses technology and then interprets

technology

2. not Drs judgment but results of CAT scan or

Xrays or blood tests

C. Kill it or cut it

1. use antibiotics or other drugs

a. drug therapy to liberate humanity from disease

b. penicillin by 1943

c. anit-biotics kill bacteria

2. chemotherapy

3. operated

D. Results

1. antibiotics and other drugs have created resistant

strains of diseases that are even more deadly

a. some bacteria always survive

b. survival of fittest

c. 9 to 10 generations in 24 hours

d. ultimately mutate to resistant strain

2. 90,000 people die each year of infections they get

in the hospital - 70% are from resistant strains

a. staph infections are drug resistant

3. MDR-TB is resistant to 100 anibiotics and TB kills

2.9 million each year

4. Pneumonia is showing resistance

5. Malaria a non-bacteria disease kills over a million

people a year and is resistant to quinine, chloroquinie,

mefloquine, now new drug

6. Problem - drugs or use

a. overprescribe 1/2 not necessary

b. over used in soap, ointments

c. 40% of 50 million lbs to animals

2.. overuse of tranquilizers and pain killers for staff's

benefit

3. before HMOs, overuse Xrays and other diagnostic

equipment

4. hospital routine upsetting r and r patterns

E. Examples

1. Norman Counsins

2. Professor X

a. symptoms fatigue and cycles of low energy

b. visit Dr. 10 min

i. test CBC and SMAc

ii. low blood sugar

iii. diet regimen

c. low blood sugar and fatigue

d. visit Dr. 10 min

i. barrage of tests

ii. low thyroid

iii. thyroid medication thoroxin

"but I'm a healthy person, I've been under a lot of stress"

e. within 3 weeks asthma symptoms visit

Dr. 10 min

i. breathing difficulty

ii. pain around heart

iii. prescribed asthma medication

vinylin and asmicorp a steroid

"but I've never had asthma"

f. now taking vinylin, asmicorp, Zantac, thoroxin

g. heart palpitations and high blood pressure

and more severe asthmatic symptoms

h. in Arizona hospitalized with symptons chest

pains, bp 190/160 Hr 100 - EKG

i. full blown asthma - vicodin and upped asthma

and thyroid

j. "could I be allergic? no"

k. holistic dr. stop everything except thyroid

m. pharmicist - stop everything

n. normal thyroid, off everything

o. kidney's and liver poisoned and infected

from medication

- refuse anti-biotics for infection

p. water therapy

4. what they didn't ask in the 10 min sessions

a. unusual stressful events in life

b. yes

i. overworking at stressful job, 11 hrs, running

ii. major life events

The Lathe of Heaven - Ursala Le Guin (also the Dispossessed)

I. Genere is science fiction or science fantasy, but not Star Trek

A. In Star Trek reality has been technically organized,

everything has technical solution

B. This is dystopian, the opposite of utopian, it is a criticism of

scientific technological rationality and the dominant world

view

C. Why? Well, what is the state of the world when Orr first

visits Haber

1) hunger, protein and Vitamin C deficiency

2) Everyone had a ration of drugs, most people

80% ended up in voluntary therapy, some in the

other. The Lelache "how could anyone be sane in

this world."

3) overpopulation, threat of war in middle east

4) Greenhouse effect from C02, unusually warm,

Ny underwater, constant rain, no snow or blue sky

"It was like living in a downpour of warm soup, foreever."

5) The rats ran the old cities, scurby, typhus, hepatitis

the gangs ran the new cities

6) the natural environment is either destroyed or

has been rendered "useful" to humanity, the Columbia

river,

"the Wilamette was a useful element of the environment, like a very large, dociel draft animal harnessed with straps, chains, shafts, saddles, bits, girths, hobbles. if it hadn't been useful of course it would have been concrete over,

7) the state of mass transit was horrible, built

too late and poorly, the car had dominated,

not just the burbs but high rises with elevated

parking lots

8) dead corpses caused flooding in Ganges

(The state of the world before Orr came to Haber)

1) it was actually worse, it had endend

2) overpopulation, disease, environmental disaster

3) and finally nuclear war in the middle east

C. The transformations directed by Haber

1) Haber changes pictures and then the weather,

improves the weather

2) Orr a cabin, and Haber the Head of the Institute

3) Overpopulation, how about a Plague, environmental

cancer, population still under one billion, but one third

go to bed hungry, "to a better world"

new apartment for Orr

no songbirds anymore, Haber forgot something

4) war. ends war, killing, and genocide on earth, but

creates other enemy-- aliens

5) Portland center of the world, and everyone is grey,

and all wore the same clothes, none remember racial

problems, and Haber the director of HURAD

Citizens Arrest

blood sports

Sign with Haber's morality Greatest Good for the

Greatest Number

HURAD, Human Utility Research and Development

D. Haber's attempt to dream

1. Haber basically destroys reality, the irrationality

of pure rationality

2. Scientific rationality as the organizing principle of a

society is basically irrational and ultimately self- destructive

II. Why is scientific rationality basically destructive? The Lathe of

heaven (30)

A. Haber, "We will create heaven and men will be like gods."

1. Hubris in Greek thought

2. Taoism -- similar to Leopold

- there is a way called the Tao of which humans

are apart, imminent and ultimate reality

- can't control it or change it that would be

absurd, action is wu wei, learning to act in harmony

- metaphor is swimmer, "one who knows the nature

of water"

- humility and holistic relationship with nature,

emphazed in their art, vastness of nature, strenght,

and smallness of man, but represented as part of

nature

- accepts yin and yang

B. Orr's curse, effective dreams, both create and destroy the

world

C. The conflict between Orr and Haber

1) Haber is big, assertive, manipulaive, potentially

violent, no moral constraints

2) George looks like a whimp, but is really strong

3)WE DON'T SEE REALITY THE SAME WAY

"You can't go on changing things, trying to

run things."

"isn't that mans very purpose on earth -- to do

things, change things, run things, make a better

world?

"things not have purposes, as if the universe were

a machine, wher every part has a useful function.

What does matter is that we are a part. Like a thread in a cloth or a grass-blade in a field,

It is and we are.

"You're of a peculiarly passive outlook for a man

brought up in the Judaeo-Chritian-RAtionalist

west. A sort of natural Buddhist."

" I do no that it's wrong to force the pattern of

things. It won't do. It's been our mistake for a

hundred years.

8) Don't worry about it George, we are going to subject

it to reason

9) haber and the will to power, the vaster the power

gained, the vaster the appetite for more. . . and

no limit to haber's power through Orr's dream

10) Haber wants George to be objective, George says,

It doesn't work to try to stand outside thigs and run

them. It just doesn't work, it goes against life.

the unforeseen consequences of human action

11) Haber admits he doesn't know, no room for the

gene damaged, the incurables

12) I can't let you use my dreams. you are in no position.

haber;s god a jealous god, Orr's nameless and unevious,

asking neither worship nor obedience

13) Haber will take over the dreaming and because he

is totally rational, a scientist and professional, "the control

will be complete."

"the this world will be like heaven, and men will be like gods.!"

III. Orr's basice criticism

A. can't predict consequences of our technology - pesticides,

CFCs, organochlorides, nuclear

B. prediction requires an omnipotence, understanding ourselves

completely, and all factors involved with new technology,

and all possible consequences. IBM

Biosafety Protocol at the Convention on Biological Diversity

A. Attempts were made to pass a modified agreement on

protecting human health and biodiversity from

genetically engineered and modified crops

B. US and six other nations with significant investments in

biotech industries were able to block even minimal efforts

II. Monsanto and genetically engineered crops

A. Monsanto had been a chemical company since 1901

B. Recently sold its chemical division, 1997, and now

C. is a "life science" company

1. they have realized the huge profit frontier of

life science cos

2. means: create, control, patent, and profit from

"life"

3. of course it uses chemicals to do that - Roundup

2.2b a year best selling herbicide

a. Nutrasweet

b. celebrex, Ambien, Arthrotec, and Dapro which

are pharmeceuticals

c. Harness and Lasso and Ortho

d. bovine growth hormone Posilac

Biology is the key science: "to create new, integratd ways t improve human health and well-being while protecting the environment and narutal systems."

D. Response to this "life science" cos not that great

1. spin - genetic engineering is a necessity

2. and to prove it will spend 1.6 million on one single

campaign in GB

E. the answer is Roundup

1. Roundup is so effective at killing weeds farmers can

plant seed without plowing the fields - cuts soil loss

2. Soybean seeds and cotton and canola seeds that are

Roundup Ready - genetically engineered through gene

splicing -- the seeds grow but kill the weeds around

3. 35 million acres in toxic cultivation

4. can't use reuse seeds or sell

F. Genetic engineering

1. genetic building blocks that can be manipulated are

more than 2 billion

2. every crop in the world will be genetically altered and

patented by a biotech company

II. And then the other side

A. Roundup

1. so lethal it kills all herbaceous plants

2. poisonous to humans, third most common casue of

pesticide illness

3. in soil for 3 mos and long term effects are unknown

B. Monsanto

1. enormous amounts of pollution, in one year,

a. 33.1 million lbs of hazardous chemicals

b. 2.8 billion pounds of co2

c. named in 31 Superfund toxic sites in the US

not incl are the sites from before 1997

2. Posilac causes disease in cattle and creates a glut of

milk that will drive small farmers out of business

3. Bollgard cotton seed genetically manipulated to poisonous to the boll worm

a. infestation actually went up in some places

50x

b. bollworm is already developing resistance to

the altered plant

Monsanto scientists around the world are altering genes this way and that to make cotton plants that grow with colors built in; food additivs designed to managee diabetes; supe-firm potatioes that are easier to fry; artificial enzymes that increas nutrients in animal feed, and new forms of sugar beets, wheat, tomatoes, rice and a hundere other creations not found in nature.

Chernobyl, bhopal, Challenger, Sandoz, Exxon Valdez, DDT, acid rain, Kepone, thalidomide, Dalkon Shield, PCBs, DES, Love Canal . . .and the Titanic.