Television and Contemporary Society

Sociology 332

Instructor: Paul Semm

619-286-5254

Texts:

Television: The Critical View, Edited Newcomb, Sixth Ed. (Optional)

Assorted handouts

Web pages

Course Description

In this course we are going to examine the relationship between television and contemporary American and global society. Andrew Fletcher wrote in the 17th century, "I knew a very wise man that believed that if a man were permitted to make all the ballads, he need not care who should make the laws of the nation." Simply, power lies in the hands of those who can shape our dreams, our beliefs, our thoughts, and our behavior. In contemporary society television creates "all the ballads," and these "ballads" are the end result of a complex manufacturing and marketing process. It is this entire technical and economic apparatus and the cultural world that it creates that we will examine in this class.

Course Goals

1. To provide the student with a better understanding of American and global society.

2. To demonstrate the relationship between television and society.

3. To show how popular culture, specifically television, is situated within a broader institutional framework.

4. To improve the student's media literacy.

Course Evaluation

The total number of points that can be earned is two hundred (200). There will be three exams worth fifty (50) points each. They will be made up of a variety of types of questions. There will be a short paper (three to five pages) and a brief presentation of its main points. The paper and presentation will be worth thirty (30) points. The final twenty (20) points will be based on class participation, which includes questions, comments, and participation in class discussions.

CLASS SCHEDULE

Date Topic, Assignment, Viewing

Tues 11/25 Intro: TV and Contemporary Society View: *Free Speech*

Assignment: McChesney, “The Global Media Giants” (fair.org in the

Archives under “concentration of ownership”)

Tues 12/2 TV and the American Dream View: *50s*

Assignment: Glickman, “The ‘Ism’ That Won The Century” (Hard copy only)

Thur 12/4 TV and Democracy View: *Bulworth*

Assignment: Taylor, “TV’s Political Profits” ( At Mother Jones website

Under “political advertisements)

Sat 12/6 PM TV News **Exam #1**

Assignment: “How Power Shapes the News” (in the “Archives”

Of fair.org under “concentration of ownership)

Tues 12/9 TV and War View: *Wag the Dog*

Assignment: Anderson, “That’s Militainment” (At fair.org)

Thur 12/11 TV and Advertising View: *The Ad and the Ego*

Assignment: Siegel, “Fighting the Drug Ad Wars” (Hardcopy only)

Sat 12/13 AM TV and Entertainment View:*Friends*

Assignment: Heins, “Screen Rage” (Hard Copy Only) **Exam #2**

Tues 12/16 TV, Gender, Race, and Class View: *Law and Order*

Assignment: Genre Viewing\*

Thur 12/18 TV and Globalization View: *False Promises* Assignment: Paper Presentations

Sat 12/20 AM **Review Exam #3**

\* Paper assignment:

1. Choose a television genre for viewing for three hours: Sitcom, Drama, talk , reality.

2. Identify the main characters.

3. Identify the main narrative themes around which the shows are developed.

4. Identify the social roles of characters by race, class, gender.

5. Explain how the above are portrayed in terms of social norms/

deviance.

6. Are race, gender, and class stereotypes reinforced or not.

Sociology 332 Exam #1(Dec ’03)

1.-8. Identify and briefly explain four aspects of the “television complex” (two points each).

a.

b.

c.

d.

9.-11. According to a study, heavy television viewers perceive the world in a distorted way. Give three examples.

a.

b.

c.

12.-16. Identify the five corporations that control television production, distribution, and exhibition.

a. b. c. d. e.

17. When one corporation controls an entire economic area (oil, beer, etc.) it is called a monopoly, this was made illegal in 1890 by the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

18. When five or fewer corporations control an economic area (television production, distribution, exhibition), it is called a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

19. When members of one board of directors sit on the board of directors of a competing company, this is called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

20. According to the article “The Global Media Giants,” the global commercial media system is a recent development, media were mostly national prior to what decade? \_\_\_\_\_\_\_\_\_\_\_.

21.(t/f) The large media corporations not only own more and more media but they own it together; this is called shared ownership. This way they reduce competition and risk.

22. Disney’s ownership of what global sports network gives it dominance in that area? \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

23. The law passed by Congress and signed by President Clinton that gave the digital spectrum to broadcasters was called \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

24.(t/f) There was virtually no television news coverage of the issues, (public interest, further concentration of ownership) related to the above law.

25.(m/c) According to the article “The ‘ism’ That Won The Century,” the victory of consumerism has meant:

a. an emphasis on individual desires over the public good.

b. that buying and using things is the main way that people in America make sense of their lives.

c. that alternative conceptions of life have become virtually unimaginable.

d. a and c

e. all of the above

26.(t/f) Ronald Reagan called Jimmy Carter “un-American” for suggesting that owning things does not fulfill a person’s need for meaning in life.

27. Television is “on” in the American home an average of \_\_\_\_\_\_\_\_ hours a day.

28.-30. The introduction of television into American society caused what social changes?

a.

b.

c.

31.-32. The first two major networks were \_\_\_\_\_\_\_ and \_\_\_\_\_\_\_.

33.-38. Give three examples of the ways in which the “suburban sit-com” of the 1950s reflected and sold the American dream with an example from the episode that we watched in class (two points each).

a.

b.

c.

39. The advertising guru who sold Anacin and Eisenhower using the same techniques was \_\_\_\_\_\_\_\_\_\_\_.

40.-41. The US covertly undermined the democratically elected government of \_\_\_\_\_\_\_\_\_\_\_ in 1954, because the interests of what American company were

threatened by economic reform? \_\_\_\_\_\_\_\_\_\_\_.

42.-45. Identify four of the vital interests we discussed in class.

a.

b.

c.

d.

46.-49. According to the film Bulworlth, what are the consequences of television becoming the arena for politics.

a.

b.

c.

d.

50.-55. Define the following as methods for undermining the democratic process and give an example from the video on corporate hog farming.

(two points each)

a. Push poll

b. Issue advertising

c. Front group

56.(t/f) According to the article, “TV’s Political Profits” as television revenue from political advertising has increased, actual coverage of politics has decreased.

Sociology 332 Exam #2 (Dec ’03)

1. The function of corporate-owned advertising-supported television news in America is to:

a. entertain viewers b. make a profit

c. inform viewers concerning their vital interests

d. a and b e. all of the above

2.-4. Identify three of the qualifications necessary to be on the news “team.”

a.

b.

c.

5.-6. Identify two reason why the weather is an important segment of television “entertainment” news.

a.

b.

7. The average television news story is \_\_\_\_\_\_\_\_ in length.

8.-10. When politics is covered by television news what topics are covered?

a.

b.

c.

11.-16. Define the following (two points each).

a. Video News Release

b. think tank

c. front group

17. According to the article “How Power Shapes the News,” the New York Times has a promotional agreement with \_\_\_\_\_\_\_\_\_\_ that may involve conflicts of interest.

18. According to the article “How Power . . .,” the movie Divine Sisters of the Y-Ya Sisterhood has a prolonged product placement for what magazine \_\_\_\_\_\_\_\_\_\_.

19.(t/f) According to the article “How Power . . .,” NBC news produced what was really an infomercial for the White House” called “Inside the Real West Wing.”

20. Experts from corporations are represented \_\_x more than experts from labor.

21.-23. Explain three ways in which the coverage of the war against Iraq conformed to the “look” of news as entertainment.

a.

b.

c.

24.-25. Two stories about the Iraq war seemed much like “wag the dog.”

They were\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_..

26.-28. According to the document “Inside the Pentagon” what are three of the problems of the military-industrial complex.

a.

b.

c.

29.-31. According to the documentary “Unanswered Questions,” what were three of the unanswered questions revealed by the four widows of 9-11.

a.

b.

c.

32.-34 According to the documentary “Coming Home” how is our treatment of current service men and veterans inadequate and shameful.

a.

b.

c.

35.(t/f) According to Tom Brokaw in the article “That’s Militainment,” the reason the brutality and violence of the war against Iraq was not portrayed on television was because of television’s inability as a technology to convey it.

36.(t/f) According to the article “That’s Militainment,” the reason the brutality and violence of the war against Iraq was not portrayed was because it would interfere with television news as entertainment.

37. Advertising and marketing is what part of America’s annual GNP?\_\_\_\_.

38. Who are the wholesalers in advertising-supported television?\_\_\_\_\_\_\_\_\_\_\_\_.

39.-41. Television entertainment is often referred to as “free tv.” List three ways that it is not free.

a.

b.

c.

42. The biggest television advertiser is \_\_\_\_\_\_\_\_\_\_.

43. The program most watched by teenagers is \_\_\_\_\_\_\_\_\_\_\_\_\_.

44.-46 Commercials that advertise prescription drugs on television are called \_\_\_\_\_\_\_. They have only been legal since \_\_\_\_\_\_\_\_. They have been extremely profitable for drug companies, but have increased drug costs by \_\_\_\_\_%, according to the article “Fighting the Drug (Ad) Wars.”

Identify the commercial type from the example(s)

47. Money Tree, King Stalman Bail Bonds \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

48. Virginia Slims, Dunkin Hines, SUVs \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

49. Odor Eaters, Rogaine \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

50. Seven Up Yours, Jack in the Box \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sociology 332 Exam #3 (Dec ’03)

1.-2. Advertisers refer to the entertainment television show as the \_\_\_\_\_\_\_\_\_\_ and the advertising as the \_\_\_\_\_\_\_\_.

3. The overall production goal of entertainment television-keeping the viewer tuned in for the entire show including commercials- is called \_\_\_\_\_\_\_\_

4.-15.Identify the following terms and include an **example** from the *Friends* episode that we watched in class (three points each).

a. Hook

b. Pod

c. Bumper

d. Teaser

16. It is a mistake to think of early television entertainment as simply suburban domestic sitcoms because much of it was live original programming. Some refer to this time period in television as the \_\_\_\_\_\_\_ \_\_\_\_\_\_.

17. The dominant entertainment genre on television during the mid to late 50s and early sixties was \_\_\_\_\_\_\_\_\_\_\_\_\_.

18. The studio system applied what production method in their development and refinement of movie genres \_\_\_\_\_\_\_\_\_\_\_.

19.-21. List three entertainment venues upon which early television drew for developing its entertainment programs other than the movies.

a. b. c.

22.-24. List three of the “do nots” in television entertainment programming.

a. b. c.

25. The type of programming which to some degree violates the “do nots” is called “ \_\_\_\_\_\_\_\_” \_\_\_\_\_\_\_\_\_\_.

26.-28. Identify three ways that the depiction of women in “TV World” differs from their reality in American society.

a.

b.

c.

29.(t/f)Jean Kilbourne argues that women are objectified in advertising and that objectification leads to dehumanization which is the first step to violence.

30.-32. What are the personality and behavioral traits of the typical “working class” male in “TV World”

a.

b.

c.

33.-35. Identify three ways that the depiction of minorities in “TV World” differs from their reality in American society.

a.

b.

c.

36. The first black male lead in a drama series was \_\_\_\_\_\_\_\_\_\_\_\_\_ in *I Spy*.

37.-38. Identify two parts of television’s role in “globalization.”

a.

b.

39.-44. Explain the demands placed on a country in debt through so called

“structural adjustment” (two points each).

a.

b.

c.

45. The “story” of globalization claims that all countries will become free market democracies and most social problems will be solved by the means of \_\_\_\_\_ \_\_\_\_\_\_.

46.-47.Give two examples that demonstrate social problems are getting worse.

a.

b.

48.-50. Identify three of the characteristics of a Chapter 11 Tribunal.

a. b. c.

51.-53. For extra credit, list three of the characteristics of a McJob.

a. b. c.

51.-53. According to the documentary, what problems are created when advertising agencies become financially tied to the drug industry.

a.

b.

c.

Essay/exam #1

Read the directions carefully. This essay/exam is worth forty-five (45) points. Your paper should be typewritten, double-spaced, and a ***minimum*** of five pages in length. Be sure to re-read the syllabus regarding the criteria that I use for grading. The essay/exam is due Wednesday April 19.

A. Answer the following question. (15 points)

1. Describe the structure of advertiser-supported, corporate-owned television and the "design" of commercials within the system. Also explain the effects of this system on American society and the environment. (Ref: text, lecture, *Ad and the Ego*)

B. Answer ***two*** of the following questions. (30 points)

1. Describe television as an "institutional apparatus" and how its emergence transformed American society. Be sure to include an analysis of what situation comedies revealed and concealed about consumer society. ( 15 pts, Ref: lectures, *The Adventures of Ozzie and Harriet*, and *Selling the American Way*)

2. Both Postman (text) and Chayevsky (screenwriter for *Network*) think that advertiser-supported and corporate owned TV because of its goal - ratings and profit- have created a cultural environment where "entertainment" is the model for the news. Explain. (15pts, ref: text, lecture, *Network*)

3. Explain the ways in which corporate owned television has deformed the democratic institutions in our society. (15pts, ref: lecture, *Bulworth*, *Free Speech*)

Essay/Exam #2

Read the directions carefully. This essay/exam is worth forty-five (45) points. It should be typewritten, double-spaced, and a ***minimum*** of five pages in length. Be sure to re-read the syllabus regarding the criteria that I use for grading. The essay/exam is due no later than 12:00 PM on Sat. April 29.

A. Answer **one** of the following questions. (20 points)

1. Explain what Neil Postman means by claiming that we are a society that is "amusing ourselves to death" and why he believes Huxley's warning for American society is more appropriate than Orwell's. (15 points, ref: text, lecture, *EDTV*)

2. Explain the two theories of the philosophy of technology. Does the development of television help us decide which theory is correct?

(15 points, ref: lecture, text)

B. Answer **two** of the following questions. (30 points)

1. Explain "entertainment" television, the ways in which it functions within the institutional apparatus and the make-believe world it creates. (15 points, ref: lecture, text, *Allie McBeal*)

2. Describe global power arrangements and explain both sides of globalization. Be sure to include the place and function of the mass media. (15 points, ref: lecture, *Surviving the Good Times*)

3. Compare and contrast the "reality" of television with the reality of American society in terms of race, class, and gender. (15 points, ref: lecture, *Electronic Storyteller*)

Plato's Cave: Orwell or Huxley

I. Plato's Cave

A. The Allegory of the Cave

B. The relevancy for modern society. Assume it is a cave. Two questions:

1. Who produces the images? The mass media

2. How are we bound?

a. American's celebrate their freedom

b. Orwell or Huxley

II. Dystopian visions

A. Orwell and 1984

1. Our freedom will be taken from us by a society that

is totalitarian through and through

2. This society will control our under standing of reality, what we think, and how we believe we ought to behavior

3. all social institutions will be oppressive, but the main

weapon of oppression is the control of knowledge and information

4. Big Brother not only watches and sees all, he controls

what each person knows and uses propaganda, lies, deceit, and ultimately brainwashing to control the population

B. Huxley's dystopia

1. Propaganda, lies, and deceit are not necessary.

2. Book burning and internal security forces are not

necessary

3. People would "freely" choose to participate in their

bondage and they would call it freedom

4. Huxley was afraid:

a. no need to ban a book because no one who wanted to read one

b. there would be such a glut of information, much

of it irrelevant, the truth would be drowned in it

c. culture would become trivial, a culture of distraction, rather than significance or value

5. Amusing ourselves to death indicates where the author of our text stands, "This book is about the possibility that Huxley, not Orwell, was right."

6. Americans have access to more media than any other

country and they know less. Why?

I. TV and Society

A. TV is dominant form of mass media in last half of the 20th century

B. TV Complex

1. Technical base

a. cameras

b. lights, microphones

c. satellites, fibre optic cable, transmitters

d. 1 billion TV sets globally

e. 300 million in Us

2. global audience

a. 3 billion

b. Kaiapo Indians in Amazonian rain forest

c. 7.3 hrs per day in homes in industrialized countries

d. children more time than anything except sleeping 30%

e. 12% of adults feel they are physically addicted,

f. 25% wouldn't give it up for a million dollars

g. on winter nights 1/2 of adult population is in front of the TV set

3. cultural material

a. advertising, commercials, shopping channels, infomercials

b. news (national and local), 6- 24 hour channels talk shows

c. entertainment: traditional genres, Romance

channel, mystery channel, soap channel

d. entertainment: “reality” shows, travel, outdoor, history,

e. Bill McKibben, The Age of Missing Information

4. "owned" by a few large corporations

a. shared monopolies

b. interlocking directorates

c. shared ownership

b. common interest: “We are here to serve advertisers. That is our raison d’etre.”

5. TV can’t isolate it from other mass media owned by same corporations

a. vertical integration

b. horizontal integration

c. synergy

6. TV complex and globalization

a. “story”

b. TVs role

7. TV and power

a. 75% of population say they can’t most of what

they know from television

b. television and democracy

II. The world of television

A. Plato’s Cave

B. World of television

1. “the window to the world” "the whole world at your fingertips"

2. “not just entertainment”

3. TV world shaped by:

a. interests of the owners

b. interests of the advertisers

c. interests of the powerful

4. “distorted world”

a. News: explains the the way the world is and how it works

b. advertising: material for identity construction

c. advertising: constructs a consciousness

i. desires, needs, and wants

ii. material for thought, what to think

d. entertainment

i. passive subject not doing other things

iv. entertain me: all subject matter is presented as entertainment

e. entertainment: serves as a tranquilizer

i. predictor for watching, day went badly

ii. few view selectively or and only 1/2 use a V guide

iii. studies: its predictable in its material therefore relaxes, dilutes unhappiness, anxiety, loneliness

iv. perfect narcotic for commercial which is

a narcotic of emotion and association

5. Heavy TV viewers;

a. World is more violent than it really is.

i. more crime

ii. what crime is

b. People are better off than they really are.

i. people make more

ii. have more

c. More hours watching TV more consuming.

d. More news less knowledge

e. oversimplified view of the world

6. Consequences

a. Violence

i. hostility

ii. support for anti-crime

b. Work-debt-spend

c. Good vs Evil

2. global village

a. a strange village 72% of Americans don't know their neighbor

b. die anonymously

c. village in what sense - corner of Oprah and Love

Connection

i. McDonalization of the World

ii. global convenience store and shopping center

TV, advertising, and selling the president

I. The emergence of television

A. Television emerged after WWII as the dominant mass media

1. According to Variety there were 1,082,100 sets in

operation in 1949

a. almost half in New York

b. the rest in urban areas

c. and first mostly in bars

2. In the fall of 1951 the first coaxial cable stretched across the US

3. In 1953 there wer 108 stations but only 24 cities had

two or more stations

a. Chicago vs Sioux Falls

b. There were now about 20 million sets

c. and 1000 new stores opening each month selling

television sets

B. Four aspects of this emerging apparatus

1. early entertainment - from Milton Berle to Ozzie and

Harriet

2. early TV advertising - which can't be separated from

early entertainment

3. transformation in political campaign

4. social context and its transformation

II. Early entertainment

A. Milton Berle and Texaco Star Theatre

1. Berle was vaudeville slapstic comedian who depended

on sight gags, manic and often vulgar

2. Arrived on television in 1948 as mc for the Star Theatre

a. at the time only 500,000

b. it was an event, those who didn't have sets

visited those who did

c. popularity accelerated the sales of TV sets

3. First tv superstar on cover of both Time and Newsweek

and signed to 30 year $200,000 contract

4. His show had a 94.7 rating and almost single handedly

moved NBC into the black by 1952 $41 million profit

5. Extremely popular in NY where almost half of the TV

sets were with urban and ethnic humor

6. with coaxial cable and the suburbanization of the US

a. suburbs

b. homogenization of American culture - American

dream

c. Berle's humor less popular, by 1955 dropped from show

B. Lucille Ball and I Love Lucy

1. Lucy and the astronomical rise of TV are virtually

synonymous

2. "The Queen of the B Movies"

3. In 1948 she did a radio show My Favorite Husband

4. In 1950 CBS asked her to do a situation comedy, newly

emerging TV genre

5. CBS didn't want Desi, after the pilot, "Keep the redhad but ditch the Cuban" Lucy insisted

6. storyline: an everyday, albeity dizzy housewife, who wants to be in show business, and a show business husband who wants a normal wife,

a. set in urban apartment

b. neighbors Fred and Ethel Mertz

7. Philip Morris was sponsor and this is a good example of an early TV commercial, John Stevenson announcer:

"Good evening and wecome. In a moment we'll look in on Lucille Ball and Desi Arnaz. But before we do, may I ask you a very personal question? the question is simply this--do you inhale? Well, I do. and chances are you do too. And because you inhale you're better off-- much better off-- smoking Philip Morris. You see, Philip Morris is the one cigarette proved definitely less irritating, definitely milder than any other leading brand. That's why when you inhale you're better off smoking Philip Morris

8. Monday October 15, 1951

9. NYTimes critic was dubious, thought it was lowbrow

and PM wanted to dump it but didn't

10. Good thing

a. it became no 1 in 4 mos in NY

b. soon 2 out 3 sets were tuned to it

c. Marshall Field changed its clearance night from

Mon to Thur and close on Mon

"We love Lucy too so we're closing on Monday nights."

11. By April 7, 1952 10.6 million households were tuning

in,

12. by 1954 as many as 50 million people watched

certain segments

13. Lucy gets pregnant

a. decided to incorporate pregnancy into the story line

b. very racical

i. Hollywood Production Code hadn't allowed

pregnant women to be seen on film

ii. nor had they been seen on TV in the 50s

iii. CBS had priest, minister, and rabbi review

all pregnancy scripts

c. 68% or 44 million watched Dezi Jr be born Jan

14. As ratings slip move to suburbs, take trips etc

C. TV sit-comes move to the suburbs

1. Father Knows Best, (54-62) radio in 49, Jim Anderson,

as insurance agent, bumbler to wisdom, Margaret, Betty,

or princess, Bud, Kathy or Kitten, Frank Smith, Natividad

Vacio

The Donna Reed Show (58-66),

Leave It to Beaver (57-63), Cleaver's of Mayfied, Ward

as the accountant, patient and understanding, and June

the mother, well-dressed and patient, Wally, the Beaver,

and Eddie Haskell

The Adventures ofOzzie and Harriet (52-66) Ozzie at home or in the yard, occupation?, Harriet in the kitchen,

Ricky, and David, neighbor Thorny

2. 50s sit-com "world"

a. located in white Anglo Saxon suburb of Nelson's,

Cleaver's, and Andersons

i. one minority character a gardener in

Father, Hispanic named Frank Smith

ii. antiseptic world with antiseptic house

with all the new conveniences

b. reflected American dream and social conformity of time

i. father had good well paying white collar

job that appeared stressless

ii. mother was perfect mistress of the house

iii. moms and dads loved each other, but didn't sleep together

iv. moms and dads never yelled, no drugs,

child rebellion was insignificant, siblings

loved each other

v. moms never worked, June Cleaver cooked

two hot meals a day, made homemade pies,

vacuumed with dress and pearls

c. the "adventures"

i. package to wrong house, wrong present

ii. someone tries to help but ineptly

iii. dad in mom's terrain or vice versa

d. The Adventures of Ozzie and Harriet

D. TV and the red scare

1. Josephy McCarthy and Communism

2. I Led Three Lives 1953-56 based on the real life

adventures of Herbert Philbrick

3. story

a. Boston advertising exec by day

b. member of American Communist Party by night

c. really an FBI undercover agent

d. each week had Philbrick undercover another commie plot to infiltrate and subvert American society

e. and each week he would foil the plot and maintain his cover

E. Twilight Zone

F. TV and social change

1. Shattered and transformed the movie industry

a. 1946 95 million

b. mid - 50s one half

c. 1/3 of theaters closed

d. by end of 50s movie cos measured by the number of TV series they produced

e. movies reaction

2. It temporarily destroyed radio

a. In 1950 there were 108 radio series that had

been on for a decade or more

b. and 12 that had been on for two decades or more

c. advertisers deserted radio which up to that point

had been considered the greatest advertising

3. Decrease in reading, buying books, and library usage

4. family dinner as ritual

5. restaraunts closed earlier

6. new kind of dining for people in hurry to get home to

that TV show

II. Advertising, consumer culture and TV

Life 1954: "Never before so much for so few."

Food critic 1953: "Never before has so much been available to somany of us as now," as she sang the praises of the can opener "that open sesame to wealth and freedom . . .freedom from tedium, space, work and your own inexperience."

Fortune Oct 1956: "Never has a whole people spent so much money on so many expensive things in such an easy way as Americans are doing today. . . What a Country!"

A. Retailers were worried that the market might get saturated

but they learned from automobile makers the art of dynamic

obsolescence

1. home appliances and furniture were having yearly

model changes

2. old seemed inadequate and outdated

3. sometimes they were

a. 1955 $1.3 billion buying 4 million new refrigerators when everyone had them

b. new refrigerators designed for the wondrous new

world of TV dinners and frozen food

B. Early commercials

1. Betty Furness and Westinghouse on Studio One (48-58)

reflection of

a. growing power of television as a vehicle

for advertising and also

b. growing power of advertising in American life

2. Studio One

a. "Golden Age" Broadcast live

b. Ds Franklin Schaffner, George Roy Hill, Sidney Lumet

c. As Heston, Grace Kelly, James Dean, Beatty, McQueen

d. 12 Angry Men, The Defender, Of Human Bondage

2. Each episode Westinghouse was sole sponsor and Furness

a. one three minute commercial

b. two one and half minute commercials

3. very popular, resemble the women in women's magazines and the gender roles of the 50s

a. all american wife in the all american Westinghouse kitchen

b. new place of work for women made housework glamorous

c. a woman's place was in the kitchen

d. change clothes constantly to keep people from

going to the restroom

4. sales boomed "You can be sure if its Westinghouse" at the end of each commercial

5. only thing she couldn't sell was dishwasher, why? women felt doing dishes by hand was last toehold in

the kitchen

C. Advertising and TV: 50s revolutionized Madison Ave and

revolutionized America

Rosser Reeves: We could take the same advertising from print or radio and put it on TV, and even when there were very few sets, sales would go through the roof."

Pres. National Sales Executives of America: "Capitalism is dead--consumerism is king." Difference between pre-war and post-war American society

1. in 1949 Madison Ave tv billions were 12.3 million, 1950 40.8 million, and by 1951 $128 million

2. it could show the product and visual associations

could be made

3. RR: shooting fish in a barrel

a. Anacin commercials had increased sales from

$18 million yr to $54 million in eighteen months

4. BBD&O from $40 million to $235 million between

1945 and 1960 by shifting 80% of buys to TV

D. merchandising and advertising more important than

product

1. The car

a. engineering and manufacturing less important

than style and look

b. fins

2. Marlboro cigarettes

a. cigarette cos under pressure already

i. Feds ordered Philip Morris to stop claiming

"recognized as less irritating to the nose and

throat by eminent nose and throat doctors"

ii. Reader's Digest 1954 article on connection

between smoking and cancer

b. market it as men's cigarette, initially women's

i. didn't sell

i. filters were effeminate

ii. real men didn't smoke filters and didn't

worry about cancer

c. Leo Burnett agency in Chicago, file "Corny Language"

i. Jolly Green Giant and Pillsbury Doughboy

ii. series of ads with rugged men, cowboy

iii. the myth of the cowboy

iv. make the package a darker red

d. first ad Jan 1955

i. "man-sized flavor"

ii. "a man's cigarette that women like too."

e. archetype commercial - product and emotional

associations that are value laden

i. smokine = masculinity, adulthood, vigor,

individuality

Chesterfield song: "Chesss---ter---fiieeelddd," it began: "Drivin' cattle/desert sun a=blaze/Pundin' leather/roundin' up the strys/Herdin'steers/Across the range/You'' find a man/Who stops and takes big pleasure/When and where he can>"

3. ferocious consumerism fueld by a new idea

a. credit cards

b. auto credit up to 36 mos

4. and legitimated by adds, so people wouldn't feel

guilty

a. McDonald's "Give Mom a Break."

b. Cadillac's "Here is the man who has earned the

right to sit at the wheel." Horatio Alger

E. Selling Politicians - TV transformed the political process

1. 1952 political campaign was determined by television

and was highlighted by first political ads

2. Batton, Barton, Drustine, and Osborn developed Ike's

overall campaign - third largest advertising firm

a. Ike was stiff and awkward

b. change image, script all appearances,

script: Ike arrives at the hall, with flags everywhere; the crowd starts cheering; people stand on their seats in order to see him--then shots of Ike going to the rostrum, then shots of Mamie, properly proud, then cut to a brief segment of the speech, then at the end, the hero's departure amidst the adoring crowd: he had come, he had seen and been seen, and he had conquered.

c. signaled the emergence of TV as a force in the

American political campaigns

3. Not all Rosser Reeves was developing the TV ad campaign

a. introduces the television spot

b. emphasize single theme, Unique Selling Proposition

i. allegedly unique feature and pummel

ii. white coated pseudo-medical expert

"uncheckable claim"

iii. shorter commercial spots and not entire

program

c. never overestimate the intelligence of the American people

4. Developed series of TV spots - short unanswerable takes under Citizens for Eisenhower (Texas oil men)

a. three themes: corruption, knew war but could

bring peace, clean out commies

b. three 10,000 mailings to Reader's Digest readers

c. slogan :"Eisenhower, the man who will bring peace." Reduced to "Eisenhower, man of peace."

d. air spots between highly popular shows

e. "Eisenhower answers the nation" then ordinary

citizen would ask question and Ike answer

f. Reeves wrote questions and answers

g. TV and image: baldness, TV and Ike's glasses

5. Stevenson tried to discuss issues

6. Nixon and checkers

F. TV and civil rights

1. 1957 Central High School in Little Rock, Ark

2. Birmingham and Selma

a. police dogs, fire houses,

b. Norman Pettis Bridge

G. TV and war

1. Vietnam the first war tv covered comprehensively

2. Reporters were with the troops in the jungles, rice

pattys

a. soldiers being killed and wounded

b. civilians being napalmed, villages being burned

c. Buddhist monks burning themselves

d. US resistance

3. Government learned a lesson for Gulf War

a. pool

b. clean war

I. Mass Media

A. Definition

1. television, film, radio, newspapers/magazines, books,

internet, billboards

2. 11 hours a day in the average home

3. 7+ hours a day for tv

4. 75% get most or all of their information from television

5. 90% time: corporate owned advertising sponsored

a. television 100% revenue/ 1/3 of time

b. radio 100% revenue/ 1/4 to 1/3 of time

c. newspapers 80% revenue/ 1/2 to 2/3 space

d. magazines 75% revenue/ 1/2 to 2/3 space

B. Function corporate owned advertising sponsored media:

1. profit

a. means: selling audience to advertisers

b. CEO Clear Channel: Who will buy advertising?

2. socialization:

a. social role: consumer

b. norm: high level of continuous consumption

c. value: materialism

d. value: success(ful) high level consumption

3. social control: where is the average American

a. work

b. prime time

c. work-spend-debt

C. Mass media and power: the power to shape our behavior

1. WWI and the Creel Commission: film

2. Gospel of Mass Consumption: radio

3. Televsion

a. “shooting fish in a barrel”

b. “give me a child of four (two) and

I will give you back orders for twenty years.

D. Concentration of ownership

1. Trend: Increasing ^ 8 companies own 25,000 media outlets

2. Ownership ^in all media

a. TV and film: 5 or 6 companies

b. radio: Clear Channel

c. magazines: 3 corps own 11,000

d. newspapers: 80% corporate owned 1% competition

e. book publishing: four companies

d. music: worldwide 6 corps 80% of revenue

3. Shared monopolies: Telecommunications Act of 1996

4. Shared ownership

5. Interlocking directorates

a. 11 media corps have 36 direct

v. 8 media corps have board members

in 144 of the largest corporations

6. The Big players

a. Time-Turner-Warner-AOL/WB

b. Viacom/CBS

c. Disney/ABC

d. Newscorp/Fox

e. GE/NBC

7. Integration

a. vertical integration

i. Studio system

ii. US vs Paramount et al

iii. Reagan admin: vacated consent decree

b. horizontal integration

c. synergy

3. corporate owned advertising sponsored news

a. shaping what we think and know

b. entertainment/propaganda

Time-Turner-Warner-AOL

Warner film and TV production( including library and cartoons)

Cable network WB

TV Channels, Broadcast and Cable

Cable System

Movie theaters

Magazines Music Publishing Retail Stores Sports Teams Toys AOL

Interlocking directorates:

American Express, Chevron, Citigroup, Colgate Palmolive, Dell, Fed Ex, Pepsico,

Pfizer, Sears

II. Function: news (press) in a democracy

A. Information necessary to make informed decision regarding

1. one’s own vital interests

2. direction of the community

B. Free circulation of widest range of ideas.

C. Government gave airwaves to private companies: radio and tv

D. 1950 FCC ruling: broadcasters to manage in the public interest.

III. Function of corporate owned and advertising sponsored TV news

A. Produced for a profit

B. It is highly profitable

1.Draws "quality viewership"

a. more educated

b. correlates with salary

c. disposable income

2. Cutbacks

a. bureaus

b. reporters

c. time per story

C. Result: TV News as entertainment, or a “wrapper” for the advertiser

D. Recently: TV News as propaganda

IV. TV News as entertainment: The “look”

A. Hype: teasers throughout the day

B. “Branding”

1. 39 alive

3. self-promotion

a. best helicopter

b. best team

c. most awards

C. Opening: musical theme and flashy visusals

1. helicopters

2. team in action

D. Team or family

1. handsome and attractive news readers, but not

too handsome or attractive

2. pleasant and ingratiating personalities, but convincing and sincere

3. they like each other and they like you

4. skill: read teleprompter without seeming to be reading

E. Team

1. anchor/”star”

a. at national level millions of dollars

b. at local level hundreds of thousands

c. “breaking through the glass”

d. legitimizes news itself

2. “on the spot” reporters

3. the weatherman

a. more and more technology

b. cares about weather and you and gardening

c. very important - national level

4. sports anchors that are irreverent, tell it like it is

5. Features

a. cooking

b. consumer activist

F. Set

1. Impression of god's eye view

2. surveying the world

G. Short visually stunning segments between 30 seconds and

two minutes

1. juxtaposed to suit advertisers

2. pods of commercials every three to five minutes

a. three minutes

b. about 30 seconds per, including advertising and promos

3. bumpers before the commercial, stay tuned.

H. Total news time

1. local: 10 minutes

2. national: 20 minutes

I. “Real” news reports

1. “objective”: “he said: he said journalism”: The Daily Show

2. example: TV news and the holocaust, the earth is flat

3. example: animal rights

4. role of press in a democracy

5. journalism code of ethics

V. News: The stories

A. If it bleeds it leads

1. murder,

a. if not in SD somewhere,

b. if not murder, home invasion, or some violent

act on FBI Crime Index list

2. natural distasters are very visual

a. tornados, hurricanes, earthquakes, floods

3. car crashes, plane and train crashes esp with a celebrity or "locals" involved

4. war and terrorist bombings

5. psycho terrorists

B. Soft news or fluff

1. personalities, features, gossip

a. revelation

b. what individuals do, do wrong, and a readiness

to denounce or indict

2. endless coverage of trials and investigation

3. movie review, gardening, cooking

C. political coverage is down, staff is down

1. coverage of campaign - polls and strategy

a. Al Gore and earth tones

2. results of surveys

3. who won the debate?

a. surveys

b. pundits

VI. Sources/Experts

A. Stories depend on centralized sources

1. national news services, AP, NYTimes, LATimes

2. VNRs

3. GNRs

4. Press Conferences

B. Stories depend for illumination with experts

1. surveys show most experts represent the plutocrats

a. government officials, business execs,

Military and ex-military, intelligence and ex-intelligence

b. Think tanks: American Enterprise Institute, Brookings Institute

c. pr firms

i. dial an “expert”

d. front groups: American Council on Science and Health, Californians for Statewide Smoking Restricitions

2. expert qualifications

a. marginal competence professional or academic

b. interview with producers

i. say it quickly

ii. don’t be too complex

iii. acceptable boundaries of thought

iv. be willing to shout

v. have no compunction about misrepresenting the truth

VI. Consequences for dependency on corporate owned advertising supported news

A. Limited knowledge about the world.

B. Distorted knowledge about your vital interests.

C. Believe the world is more violent that it really is.

D. Believe that global problems are random like natural

disasters, including terrorism.

E. Believe most Americans are better off than they really are.

VI. If it really were a liberal media.

A. Know about the political system.

1. how wealth biases the system?

2. how minorities have recently been disenfranchised again

B. The labor point of view>

1. the latest strike/lockout and no I don’t mean the baseball union

2. labor organization in American.

3. job security, benefits, wages adjusted for inflation

C. War

1. from the point of view of the potential victims

2. international law

3. war and the press

4. consequences of war

D. US foreign policy and dictators

1. history of supporting dictators

2. who do we support now? Inconsistencies

3. support for illegal military occupations

E. Trade agreements

1. who writes them?

2. how about people in third world, what do they think about them?

3. NAFTA Ch 11

I. Advertising

A. Mass Media is main institution of socialization

B. Advertising is its instrument

II. History and structure

A. Early Advertising: last half of nineteenth century

1. First ad agency was NW Ayer( 1863 J. Walter Thompson designed ads)

2. Social factors

a. industrialization

b. urbanization

c. national markets

3. Characteristics

a. assumption: people are rational

b. informational

i. substantive

ii. made truth claims

iii. written text

c. place

i. Wards and Sears catalogues

ii. dept stores and the show room window 1910s

iii. advertising in magazines

B. 1920s

1. New type of advertising

a. mass production of goods requires the mass

production of consumers

b. H.G.Wells: “Advertising is the art of making people want things.”

c. assumption:

i. consumers can be created by appeal

to deeper level of psyche

ii. don’t make truth claims

iii. unconscious, or semi-conscious beliefs,

fears, values

2. Social Factors

a. technology

i. film

ii. radio: “conquered living space”

iii. Fordism

b. culture

i. psychology

ii. new social values: progress, modern

3. Power and Advertising

a. Creel Commission: Committee on Public Information

b. The Gospel of Mass Consumption

i. change definition of consumption

ii. goal: turn people into consumers

iii. create conditions so that people can buy

e. Means

i. radio: soap opera

ii. consumerism = progress “modern” as

opposed to old fashioned

iii. pay worker more: Ford

iv. installment

C. 1950s

1. Social factors

a. Post-war economic boom

b. Technology: dream machine

c. Cultural values: American dreamfamily

2. type of advertising

a. less substantive or informative

b. association of values

i. “keeping up with the Joneses”

ii. association of values

automobiles and GM

Marlboro

3. Limitations

a. dream was middle class

b. “debt”

A. Advertising today

1. Its $ and it is everywhere

a. advertising and marketing 1/6th of US GNP

b. advertising now $265 billion, with 25% to TV

c. Producing TV commercials, 25,000 per year, is

$4.5 billion

d. Largest advertisers, PG, GM, Philip Morris, Pepsico, Chrysler

i. PG over $1.5 billion in TV advertising

ii. goal: reach 90% of target audience 6/7 x per mo

2. 90% of time people spend with the media they

spend with corp-owned advertising supported media

3. TV, Radio, magazines, newspapers

a. 1/4 of TV time and radio

b. 2/3rd newspapers

c. 1/2 to 2/3rds magazines

4. movies

a. advertisement

b. product placement

5. novels

6. sports events

a. stadiums, bowl games

b. scoreboards

c. TV

d. announcements

e. stock car racing

7. public transportation

8. billboards

9. schools

a. Pepsi day

b. hallways

c. bookcovers 25 million Nike, Gatorade, Calvin

Klein

d. educational supplements

i. Hershey and McDonald on nutrition

ii. American Coal Foundation, greenhouse

gas is good

iii. Shell Oil, driving cars is good for nature

iv. Proctor and Gamble disposable diapers are

good for the environment

v. Science kit from Campbells, to prove

Prego is thicker than Ragu

e. Channel One

i. 8 million teenagers

ii. $200,000 per minute, 1992 $115 million profit

f. Mail 3x in last 15 years

B. Advertising sells more than the product

1. Identity construction

2. Way of life: American dream

a. foreground

b. background

c. “New Joneses”

3. Social role: consumer (debt is okay

4. Norm: consumption

5. Value: materialism

6. Consumer consciousness: “I buy therefore I am”

1. 61% always look forward to buying something

7. "wish list"

a. exotic vaction

b. larger and better house

c. second house

d. new luxury car or SUV

e. swimming pools

f. bbqs

8. 27% dream about what they want

9. desires and wants become needs

a. involves so much now

b. 1987 survey $50,000 1996 $90,000

c. 2/3 of those making $75,000 would need

to make 50-100% more to reach satisfaction

C. Characteristics

1. little or no substance or information

2. no why, frequently no what

D. Examples

1. parable: create anxiety offer solution

a. identify a problem

i. could be real

ii. subtly created

b. product is solution

i. odors, hair, weight, social anxiety syndrome, erectile dysfunction, dry skin, wrinkles

ii."I have or don't" "I need this" "If I get this "

iii. Rogaine, Paxil, Viagra, Celebrex, skin creams, shampoo, toothpaste

2. associate value or emotion with a product

a. Marlboro cigarettes, Virginia slims

b. cell phones and freedom

c. cooking and love

d. Coors and Rocky Mountains

e. McDonalds: friend, family

3. funny/stupid

a. carrot top

b. Jack in the Box

c. 7up yours

e. status community

a. Tommy Hilfiger

b. diamonds

c. Lexus

f. selling corporations

a. Texaco

b. Philip Morris

g. targeting the poor

a. Money Tree

b. Ecology Auto Wrecking

c. King Stalman Bail Bonds

E. Work spend debt

1. household debt$8 trillion

2. credit card debt double between 1990-96

3. housing equity is at the lowest since the depression

4. bankruptcies set records in late 90s

5. foreclosures

6. repossessions

D. Structure of advertising

1. Five types

a. network 32% $11,600

b. spot 25% $9119

c. syndication 5.6% $2016

d. cable 7.4% $2670

e. local 29% $1084

2. magazine format

a. advertising pods between shows and within show

b. production goal

i.TV shows scripted so that advertising seems

ii."natural" action/peak/break or hook

c. pods are several minutes long with 20 and 30

second ads plus

i. promos

ii. Id

ii. public service announcement

II. targeting the audiences

A. size and compsition

B. 100 million TV familis in US divided into 211 geographical regions (around large urban area)

1. est and ranked, top 10 30%

2. 60% watching at prime time

3. morning 20% and late afternoon 40%

4. cost of advertising is obvioulsy highest

during pt and special events

5. reason for FCC black out is for advertisers

C. demographics most important

1. quality audience

2. 18-49, middle and upper middle class

D. women and children first

1.watch more 4 1/2 to 4

2.control 75% of purchasing

( morning shows, talk shows, soap operas, sit- coms, drams, movies of the week, disease or threat, changing coverage of winter and summer Olympics)

4.. children

a. cradle to grave

"Give me a four year old and I'll give you back orders for 20 years"

b. establish brand loyalty, age 2

c. children can recognize brand logo before

their name

d. reasearch

i. slumber parties

ii. cultural anthropologists

iii. dream research, 6 yr olds and

nice animals

iv. internet Fast Food website

Children's Online Privacy Act

d. Sat morning is prime time

e.1997 $1 billion in children's programming

i. rugrats

f. selling

i. cereals, snack foods, candy, soft drinks,

ii. toys $13 billion and licensing

iii.Children's Television Act

IV. Targeting children

A. Meet Ray Kroc

1. Chose to target children by packaging Mc to kids

a. sell to kids =s 65 years of purchases

b. kis bring the parents

2. Make Mc an attractive wrapper

3. 90% of American children visit Mc once a month

B. Packaging or the wrapper

1. Ronald McDonald

a. Willard Scott of Bozo's circus

b. too fat

c. Playgrounds and McDonald lands

i. mayor mccheese, hamburger patch, apple

pie trees

d. toys -promotional links with manufacturers

i. Pokemon, Cabbage Patch, Furbies

ii. 1997 Beanie Babies 10 days 100 million

happy meals +10x

e. Happy meals and Super happy meals

2. "Your trusted friend"

a. never use the word "trusted friend"

b. kids trust love and trust Ronald

3. saturate school

4. value: family

C. Success: an empire of fat, salt, and sugar

1. 1990s 3 burgers a week

2. soda 56 gallons per person per year

a. 1 out of 5 one and two year olds

b. Pepsi logo to baby bottles

3. what's is the food

a. food born pathogens

b. each day

i. 200,000 sickened

ii. 900 hospitalized

iii. 14 die

c. one study

i. e coli, staph 30%, Listeria 11.7%, salmonella

7.5%, shit 78.6%

d. since Jack in the Box

i. 500,000 made ill by e coli

ii. FDA no mandatory recall

iii. no statutory obligation to make public

aware

iv. no public notification on 1/3 of Class I

recalls, lethal threat, ground beef with glass

e. don't worry most bad meat to schools

V. Creating consumers

A. Sells a life style - the American dream

1. The size of the American dream has increased

2. Demographics of commercials

a. upper middle class, upper class, reflects life

of about 10%

b. age

3. gender looks

4. idealized American dream new reference group

5. direct correlation between heavy tv viewing and

belief that everyone else has the things that you want

a. used to be the Jonses

b. people on TV, top 5%

C. Reinforces gender roles

1. women in domestic sphere, men speaking

2. emphasis on woman's body as source of her value

3. young girls preoccupied with thinness

D. Conceals the conditions underwhich products are made

1. sweatshop labor

2. child labor

E. Social costs of auto

1. billions to support oil interests

2. 40,000 deaths , hundreds of thousands of injuries

3. major cause of death among teenagers

4. 2/3rds of urban space

5. pollution and green house

E. Obfiscates the destruction to the environment

1. US has 5% of population but use

a. 25% of world's energy

b. 33% of non-renewable resources

c. creates 25% of CO2

d. produces 80% of hazardous was

e. avg American 300x the impact on environment

as person in third world

2. solid waste

a. 13 billion tons per yers

b. 16 billion disposable diapers with 3 million tons

of untreated feces and urine

c. 65% of solid waste is packaging

d. rain forests

e. 2.5 acres every minute to suburban sprawl

f. leisure sprawl

i. SD 39% of time exceed pollution levels

ii. bbqs, jet skis, tools, cars

4. debt

a. 2000 household debt $6 trillion plus

b. 1990-96 credit card debt double, upper middle class

included

TV and Democracy

I. Economic power as a threat to democracy

A. Jefferson said the biggest threat to democracy is economic

power

B. economic power becomes concentrated like never before

except the 1890s

1. 1% of population owns 45-50% of wealth, almost

doubled from mid 70s

2. after tax income increase for top 20% and stagnation

or decline for the rest

3. Less than 500 corps control 70% of sales, profits, and

assets

4. all areas are shared monopolies

C. Economic power is not democratic

1. it is authoritarian

2. bureaucratic

D. seeks to further concentrate and consolidate its power through increased control of the political system

E. This is not new, Jefferson new this in the battle with

the federalists

1. Federalist papers

2. Constitution as a document

F. however, the "institutional apparatus" of television has provided an additional means for achieving their ends

II. Transforming the institutions of democracy

A. Introduction of TV into electoral process and its success

has served to de-democratize the process

1. Basis of democracy is that citizens would make judgement on which candidate would best represent

their interest based on

a. reasoned argument and debate,

b. articulation of commitments and goals

2. campaigning on televison

a. selling the candidate, advertised, marketed and

sold like a commodity

b. TV commercial

i. emotional appeal - images -

ii. slogans - sound bites - 9.5 seconds

iii. packaging

3. candidates either avoid debate or

a. debate within a contrive and controlled environment

b. do interviews with "friendlies"

4. Propositons are presented the same way

a. frequently unnecessarily complex, ambiguous,

or deceptive

b. reduced to slogans, emotions, packaging

c. Prop 21, redwood trees, development

B. democratized by dramatically raising the cost of the electoral

process - from mayor to presidnet

1. 1996 - $2 billion

2. 2000 just the primary over $200 million

3. who pays the cost?

a. personal $1000

B. PACs $5000

c. "soft money" - no limits

4. soft money comes from the top 1% and large corporations, also other countries

a. major contributors are telecommunications and

mass media

5. undermines idea of representative government because representatives represent the interests of those

who put them in power

a. wealthfare

b. public resources

c. deregulation

d. social costs to people

6. Television - or the large corporations benefit enormously from this

a. profits from advertising

b. Telecommunications Act of 1996

c. HDTV

d. Congressional oversight of FCC

D. Because TV is expensive it de-democratizes society by

biasing speech in favor of those who can afford it, or buy it

1. Bill Gates vs Ralph Nader

2. further marginalizes oppositional voice

3. Expensive public relations campaigns, formerly

known as propaganda, frequently centered around

TV.

a. PR firms create thousands of VNRs

i. a and b rolls and send them to TV newsrooms

ii. subject are their clients large corps

iii. all biased in favor of client

b. own survey 100% use

i. CBS Evening News segment on the danger of

seat belts by lobbying group

ii. VNR by beverage cos to assuage beverage tampering scare

iii. canned interview with King Hassan II of Morocco

c. second generation

i. use satellite transmissions from own facilities, but look forward to fiber optic

"allow us to dial into national networks"

d. denial and no regulation

E. PR corporations who watch the reporters

1. learn who is friendly and not

2. how to manipulate, who to punish

3. Video Monitoring Service

a."records all news and public affairs programs

on local TV stations in more than 130 markets

F. Create front groups with experts so that they will be

quoted

1. American Council on Science and Health - food

processing and chemical industries

a. Experts defend junk food

b. Burger King, Coke and Pepsi

2. Resources for the future

a. pro-industry front group

b. no connection between chemicals and cancer

c. no cancer epidemic

G. Contingency plans for containing the media when environmental disaster occur.

H. Media fails to report on itself

1. Either 1996 or HD

2. or PR

I. Corporate news as entertainment fails to keep us informed which about that which is really important

J. "cultural environment" creates a polity that is

1. passive

2. apathetic

3. uninformed opinion might be worse than no opinion at all

TV and Entertainment

I. "Entertainment" is not "just entertainment"

A. TV "entertainment exists within the "institutional apparatus"

and a cultural context

1. a system of power and profit

a. produced by large corporations for sale to

other large corporations

b. goal of profit and social control

i.

ii.

2. cultural material that creates the "cultural environment"

3. "entertainment" is a cultural practice

a. it is culturally relative

b. we are socialized with regard to belief in what entertainment is and therefore are expectations

c. "entertainment" in Greek society

d. film in 60s and 70s vs film now

i. revisionism

ii. blockbuster

B. Socially constructing TV entertainment

1. early TV shows taken from

a. radio -

i. westerns - Gunsmoke

ii. sit-coms - Fibber McGee and Molly, Amos

and Andy

b. vaudeville -

c. theater- Playhouse 90

2. however, movies defined early TV entertainment

a. movie-made america

b. movies and early TV

i. TV is fad

ii. no movies on TV - Republic and Roy Rogers

and Gene Autry

iii. no star's plugging and no advertising

c. by late 50s movie production was directed at

TV shows and the weekly "entertainment' series

3. influence of movies

a. genres

i. studio system

\*socialized American movie goers into certain type of film as entertainment

ii. genre, type of film with formula

a. type with predictable conventions

b. world, conflict, heroes, action, and

resolution

c. westerns, private detective, police/

crime, family melodrama, horror, science fiction

iii. genres on TV more

a. simplified and sanitized

b. late 50s a specific genre begins to dominate TV-

the western

i. prime time 1954-55 Lone Ranger and Rin Tin Tin only westerns

ii. by 56'-57 joined by Wyatt Earp, Cheyenne,

Jim Bowie, Zane Grey Theater, Broken Arrow

and Gunsmoke

iii. 56-57 first time western in top 20 Gunsmoke (8) and Wyatt Earp (19)

iv.by 58-59

Gunsmoke, Wagon Train, Have Gun Will

Travel, The Rifleman, Maverick, Tales

of Wells Fargo, The Texan, Wanted Dead

or Alive, also The Rebel, Trackdown,

Rawhide, Bonanza

c. westerns perfect as we colonize suburbs

i. reinforce Americanism, Bonanza

a. rugged individualism

b. private property, success

c. goodness of American way

d. family

ii. reassuring and therapeutic

iii. don't upset or fragment audience

iv. reduction of conflict between hero and

society

4. Movie - TV Genres

a. Private detective

i. Mr. Lucky, Philip Marlowe (59-60)

ii. Richard Diamond,

iii.Harry-0 and

iv. Rockford Files

b. Science Fiction

i. Captain Video

ii. Star Trek (1966-69), Star Trek: The Next

Generation, Deep Space Nine, and

iii. Farscape

5. TV and new forms of entertainment

a. Gunsmoke (55-75) still on in reruns, longest running prime time series with continuing

characters

b. Bonanza (59-73) still on in reruns

c. Sit-coms come to dominate in popularity

by early 60s

i. Hazel, Dennis the Menace, Beverly Hillbillies,

The Lucy Show, The Andy Griffith Show, The

Danny Thomas Show, The Dick Van 'Dyke Show

ii. variety shows - Dean Martin, Red Skelton,

Ed Sullivan

d. Two new kinds of "entertainment" develop

doctor shows and lawyer shows

i. Dr. Kildare (61-66) - short stories and radio

ii. Ben Casey (61-66)

iii. Defenders (61-66)

\* unique dealth with social issues, abortion, euthnasia, blacklisting, and

civil disobedience

iv. Perry Mason

c. Police/crime

i. Highway Patrol

ii. FBI

iii. Fugitive

iv. Hill Street Blues

v. NYPD Blues and Homicide

I. Entertainment television

A. ET is not “just entertainment”: system of economic exchange

1. Who will buy advertising?

2. Who will watch?

B. ET: specific function within corporate owned

advertising supported television

1. Corporate owner produces tv program (ET):

“wrapper.”

2. ET attracts audience, delivers audience to advertisers

3. Commercials deliver “package”(advertisments to audience

4. “threats”

a. the wrapper won’t be attractive enough

b. remote

B. Overcoming the “threats”

1. Know your audience

a. stressed out, overworked, anxious

b. “wrapper”: should zone them out more

i. predictable: genre (sitcoms, dramas,

talk shows, “reality”)

ii. predictable: problems (character, relationships, crime, illness)

iii. predictable: resolutions

c. “wrapper” should not be

i. thought provoking

ii. depressing

iii. ambiguous

iv. controversial

C. Production: fit the show to the commercials

1. Flow: continuity between the package and the wrapper

a. the script: write it to fit in with the commercial

breaks

i. counterexample: movies

ii. counterexample: reading a short story with

advertisements every five pages

iii. tv script/screenplay is

highly fragmented

discontinuous

b. the hook

i. short scene to draw the viewer (2-3 min)

Law and Order: murder of the week

Oprah: problem of the day

Friends: comedic theme of the episode

ii. flashy visuals of characters, musical theme

(2-3 min)

c. Pod (3-4min)

i. advertisements directed at the target

demographic audience

ii. promos for the shows that follow on

the same channel

iii. public service announcements

iv. teasers

d. story (6-7min)

i. drama: conflicts

ii. comedy: humorous themes

iii. talk shows: problem couples

iv. “bumper”: heightened conflict, humor, promise (Dr. Phil or Judge Judy)

v. bumper is written in so people will sit through the next pod of commercials

e. Pod (3-4)min

f. story (6-7 min)

i. drama: conflict is heightened

(for hour show: same formula)

ii. comedy: resolution

iii. Dr. Phil solves the problem

g. seamless transitions to next show: shrinking

the screen

i. credits

ii. pod

iii. promo

II. Class

A. Identify the hook

B. Advertisements in the pod in relation to target demographics

C. Bumpers

D. Teasers

II. Narrative Style

A. Classicism

1. Plausible

2. Looking in

3. narrative continuity

a. narrative is linear

i. beginning, middle, end

ii. conflict, intensification, resolution

b. problem

i. it is really highly fragmented

a. hook, pod, exposition, pod, expostion,

pod, closing

ii. challenge how to shape show for continuity

with commercials

iii. how to make fragmented continuous or

"natural"

c. moves from

i. hook captures attention to what is coming next so stay tuned for commercial pod

ii. first expostion develops conflict or problem

and ends with question - what's going to happen

iii. whether its a talk show, Opray or Springer,

or Allie McBeal

iv. the question or delay seems almost natural

v. can see this in re-runs

d. narratives are character driven

i. identify with character or their attitude

ii. character usually has goal - wants, desires,

a. Ally McBeal, Felicity

iii. catch a criminal, solve a mystery, put the

punks away

iv. supporting characters are charicatures,

Ted Knight and Kramer

v. characters are not complex

e. narrative economy

i. either one half hour or or one

ii. problems or conflicts can't be too complex

iii. audience have been socialized to expect

resolution

iv. no lingering serious questions

Television, Class, Race, and Gender

The "world TV" creates vs reality of American society and what might the consequences be.

I. Gender and TV

A. Men - entertainment

1. Hold positions of authority and responsibility and

diversity

a. seen often at work 41%

b. dressed in business clothes and uniforms

2. They disply personal characteristics of independence,

aggressiveness, assertiveness, and love of adventure

3. Becoming more and more sensitive and supportive of

women and willing to do housework

4. men are large majority of characters 3:1 and even higher in action

5. soap operas - All My Children

a. men are wealthy and powerful

b. billionaires, doctors, lawyers, pulitzer prize

winning journalists, DAs

B. Men- news

1. men dominate news to an even greater degree as

correspondents, news directors, and commentators

2. they are the subjects of more stories, quoted more

frequently and are the experts even in stories where

women are the subjects

3. they do the more serious subjects

C. Men - commercials

1. men do 90% of voice-overs and are experts

2. men are driving the SUVs when men and women

are together

3. men are upper class

D. Men - exceptions

1. class and race

E. Women - entertainment

1. women hold positions of authority and responsibility

lawyers, judges, high level execs, police

a. conversations frequently have to do with

romantic relationships

b. and appearance

c. Judging Amy and Sex in the City

d. only 25% seen working

2. independent, self-reliant

3. super - women

a. family or children

b. work

c. not fatigued and conflicts resolved

4. young, thin, and beautiful, frequently do commercials

on their own show

a. 54% between 18-38 (avg 20%) in action 76%

b. 2x more likely to be blonde

c. 4x more likely to be scantily clad, underwear,

lingerie, and night clothes

d. frequently in state of undressing, dropping pants,

or skirts, in bathrobes, undergarments, or squirming on bed

5. women -soaps

a. positions of authority and responsibility

b. all beautiful and young

c. constantly victimized

6. women - news

a. 15% of commentators, correspondents, 2% minority

b. subjects as features

7. women - commercials

a. young, thin, and attractive

b. domestic sphere, or arm charm, or object

c. talk to tidy bowl man and neurotically

F. Reality of Women in American Society

1. Wages and Occupations

2. The New Woman - superwoman

a. work - managed heart

b. second shift

c. emotional work at home

d. feminine model of "unreal" beauty

II. Class and TV

A. TV world is not a class world

1. Most situations comedies, dramas, and commercials

main reference is the uppre middle class and upper class

2. "Quality Programming" NYPD Blue, Homicide, and Law and Order deal with poor and minorities but not in

a contextualized

B. Are there any blue collar workers in America and could their

lives be the subject of dramas and sit-coms

1. not dramas - no TV dramas centered on working class

2. comedies -

a.The Life of Riley (49-50, 53-58),

Chester A. Riley, wife Peg, good nature buffoon ignorant always getting into a

predicament

"What a revoltin development dis is!"

b. The Honeymooners (52-57),

"One of these days Alice, Pow! Right in the

kisser!"

c. All in the Family (71-83),

Archie Bunker, ignorant, racist, sexist,

"stifle yourself, dingbat"

"spic" "hebe" "spade" "pollack" "mick"

d. Laverne and Shirley (76-83),

e. Taxi (78-82),

f. Married with Children (87-97),

g. Roseanne (88-98)

C. Blue collar sit-coms

1. men - stereotype

a. postions of low status and authority of which fun is made

1. Al Bundy - hapless shoe salesman

2. Ed Norton - sewer worker

3. very few

b. character traits -

i. bigoted, ignorant,

ii. threats of violence,

iii. patriarchal,

iv. preoccupied with sex and women as sex objects

c. main activities beer, fast foods, TV

d. politically conservative, right wing

2. women -stereotype

a. stay at home

b. Laverne and Shirley preoccupied with men

c. patient and enduring and smarter than male,

why did she marry him?

3. subject matter

a. not work and never at work unless Roseanne

i. Archie loading dock foreman

ii. Laverne and Shirely

b. pathetic attempts to get ahead by idiots doomed

to failure

i. Ralph Kramden or Al Bundy

4. News

a. no working class point of view, only two labor

writers in American newspapers

b. TV shows are all business, no labor experts, Michael Moore once

c. as subjects, only strikes, then "demanding", corporations "offering

D. Class and Reality

1. Not that conservative

2. Racism is result of capitalism - turning black against white workers

3. not that stupid

a. blue collar workers organized

i. violence by state directed at labor is

greatest in US

ii. post -WWII attack on labor

a. Taft-Hartley

b.

b. 40 hour week, OSHA, overtime, minimum wage,

disability, benefits, social security

III. Television and Race

A. Entertainment-

1. Drama

a. black males - social roles

i. invisible for years

a. I Spy (65-68)

b. The Mod Squad (68-73)

ii. typically entertainers, athletes, criminals

a. Hawaii Five-O, blacks one year, 5 pimps, 2 prostitutes, 2 students

b. Polynesians, 2 pimps, 2 assassins,

3 mobsters Five-O

iii. more recently, doctors, lawyers, police

and extremely well off

a. Ally McBeal, ER, Homicide, Law and Order

b. black drama - City of Hope

b. black males -character traits

i. typically angry and hostile living in past

of racial injustice

ii. more like white male characters

c. Hispanic males and Native Americans - social roles

i. invisible

ii. NA mystics

d. Hispanic and Native American - traits

i. Hispanic - irrational lovers, tied to old culture values, revenge, patriarchy, machismo

ii. NAs - silent, exotic

e. black, hispanic, Jewish females

i. black - domestics, prostitutes, victims

ii. Latino and NA virtually invisible

iii. Jewish females exist to be ridiculed in

stereotype

f. older women

i. manipulative, shrewish, targets of old jokes

ii. or invisible

2. Sit-coms

a. black sit-coms

i. Amos an Andy (51-53)

a. On radio two white guys

b. on TV everyone was clown, conniver,

or nitwit, Kingfish

c. doctors were quacks, lawyers were

shysters

ii. Julia (68-71)

iii. The Flip Wilson Show (70-74)

iv. Sanford and Son (72-77)

v. Good Times (74-79)

vi. The Jeffersons (75-85)

vii. The Cosby Show (84-92)

vi. 80s Fimme A Break, Different Strokes,

ix. Malcom and Eddy, Fresh Prince of Bel Air

b. Latinos, Asian, and NAs

i. Chico and the Man (74-78)

c. few blacks or Hispanics or NAs in popular sit- coms

i. Frazier, Seinfeld, Caroline in the City, Sex in the City, Mad About You, Friends, Cybil

ii. what city

3. No racism in TV world, or limited to bigoted person

a. occassionally an racist person who gets his

i. Andy Sipowicz

b. blacks and whites interact at work

B. Reality of Minorities in America - institutional and personal

1. Segregation

a. white flight

b. globalization and deindustrialization

2. Wages, wealth, and occupation

3. Discrimination

Television as Technology

I. Huxlean Warning

A. Not that free people will be entrapped by the forces of

tyranny and society turned into a prison - realm of unfreedom

B. That society itself will be simply burlesque, trivial

1. among other things the idea of freedom trivialized

to mean free to choose what to buy

2. "you may say that I aint free, but it don't bother me"

C. failure to recognize the power of television in creating a

cultural environment that shapes our lives

1. limits and defines our possibilities of thought, behavior, and imagination

D. the Age of Television is glimpse of Huxlean future because it

treats everything as entertainment

1. least harmful, according to Postman, is in its delivery

of meaningless fare

2. most dangerous when it pretends to seriousness

3. not because it is an institutional apparatus dominated

by large corporations with common goals and interests

4. but its technology, the technology of the image

E. Americans accept technology as neutral and new technology

as a friend and almost synonymous with progress

1. stupidity plain and simple

2. technology embodies values

3. it is ideological

II. Two theories of technology

A. Instrumental theory

1. technology is an instrument or tool

a. has function or use

b. gun, hammer, car, tv

2. technology is neutral, not good or bad

a. humans determine use

b. gun, tv

3. technology is universally applicable

a. anyplace anytime in Einstein's universe

b. any culture

4. technological development is autonomous

a. logic of discovery and development

b. science discovers: technology executes

5. technological development is progress

a. development is linear

b. cumulative

c. utopian society

6. technology is transfrerrable to any culture

a. transfer equals development

b. guns, hammers, cars, computers, TV

7. science provides a model for all knowledge

8. scientific and technological experts can solve all

problems

a. by applying scientific methods to social problems

b. and/or creating new technologies

c. scientific experts can solve the unanticipated

consequences of technological discovery

i. greenhouse effect

B. Critical theory of technology

1. Science and technology are tied to the productive forces of capitalism and the geopolitical interests

of nation states - global power arrangement

a. technological development is not autonomous

b. technological development tied to profit and

power

c. technological development is not progress

except defined by the criteria accepted by

global power

i. computer - bigger, faster, efficient,

ii. TV - bigger screen, more resolution, more

channels

iii. car

d. technology embodies values

i. not neutral

ii. not universal

e. technology is not transferrable without

creating vast cultural change

i. guns in Japan

ii. steel axe

iii. TV in indigenous culture

f. technology progress rather than utopian, begins

to dominate all forms of cultural life -technosphere

i. "second nature" which appears like nature

and mediates our life experience

ii. technocrats assume power in this technosphere

iii. human beings become objects of technical

manipulation

iv. gives the appearance of proceeding along

own laws

v. proceeding along the line of profit and power

g. technology transforms our society in unanticipated ways

i. car and tv

h. TV and discourse: transforming discourse language

i. the printed word gave rise to a certain kind

of public discourse

ii. reason, meaning, proposition, truth and falsity

iii. world as idea

i. Age of Televsion is a certain type of "discourse"

i. image is particular - concrete representation

ii. world as object

iii. world as object without context - atomized

iv. world as image has no syntax - no truth

claim therefore can't determine truth or falsity - it just is

\*pictures of poverty

\*pictures of violence

v. moving image privileged change, therefore

the sensational

vi. fragmented, meaningless, atomized world

vii. a perfect world for "amusing ourselve to

death"

III. Confronting the institutional apparatus

A. demystify technology

B. education - media literacy

C. TV news

1. you must have an idea of what is important

2. remember it is a show

3. power of commercials

4. economic and political interests of who owns the

news

5. analyze the language it is what gives the pictures

a meaningful context

6. cut out 1/3 of TV news

7. it is better to have no opinion than an uninformed opinion

I. NPR (National Public Radio)

A. 22 million listeners, 750 affiliated stations

B. FAIR study: four NPR news shows

C. Results

1. Experts: 64% from elite: government, military,

big business, commercial media

2. Journalists as experts: 83% from commercial media

(only five from independent outlets)

3. Political Partisanship: 61% Republican (top seven)

(other parties: four Libertarians)

4. Think Tanks: Conservative to Liberal 4:1

( within this (90% male, 97% white)

E. Other results

1. Public interest groups: sourced 7% of time

2. Spokesmen for organized labor .03 % (under 1%)

3. Women in general 1 in five