Discussion
Notes
Bookmarks
Hide
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In this first episode, we're going to lay the foundations for our discussions about the new television.

0:09

Chiefly, we're going to talk about old versus new.

0:16

We'll talk about the differences between the old, the new television, and we'll talk about the new media,

0:19

what this term means, the kinds of media refers to and what makes them new.

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And we'll also talk about post cinema,

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which is a kind of catchall term used to refer to the new media age that followed the invention of the internet.

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But post cinema also refers to a condition of sorts. The condition of cinema in the digital age,

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and in particular the challenges posed to many of the systems and conventions of the cinema which predominated for most of the 20th century.

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This challenge includes all those terms and categories and concepts used to describe and theorize the cinema of the past.

1:01

There have been so many changes to television since its invention in the 1940s.

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Changes in programming, broadcasting, and spectatorship that critics,

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scholars and historians argue about whether we can still even call it television.

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And in fact, it's not. Television became a famous tagline for HBO.

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But I guess whether or not we can call it television all depends on how we define television,

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and whether we have sufficiently broadened that definition to include the many different models that continue to emerge.

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I'm sure many of you don't own televisions yourselves.

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You probably watch your favorite programs on your laptops or desktop computers, or you stream.

1:58

You download different episodes or entire films from the internet.

2:05

Maybe your parents still own televisions and display them in their family rooms or dens with big HDTV screens on the wall.

2:11

Not so fancy.

2:19

Surely your grandparents have televisions, and maybe they're a lot older and clunkier than the sleek flat screen models sold everywhere now.

2:20

Okay, maybe not that clunky. That's more like my grandparents TV.

2:30

We see television screens everywhere. In our society, we see them in bars, elevators, subways, sports stadiums, hotels, airplanes,

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airports, waiting rooms, schools and buses, even on sidewalks and the sides of buildings.

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So television hasn't disappeared. It's just evolving to newer.

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And some might say higher forms of production.

3:01

It's also lent itself to the development and growth of other media.

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For instance, the television screen has been appropriated and adapted for many other types of screens or monitors for home,

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for home computers, for video cameras and digital cameras, for playback systems, for cell phones, and much more.

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And television still has a connective function through its reach as a mass medium,

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a form of entertainment, but also importantly, as a vehicle for spectatorship.

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To borrow the tagline from Toronto's City TV channel.

3:44

TV is everywhere in some form or another.

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We are always watching television screens and monitors in some capacity and being watched in return by video or surveillance cameras.

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More importantly, television has become increasingly interactive as never before,

4:07

offering us continuous opportunities for engagement and participation.

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24 over seven. Now it's time for you to complete our first exercise.

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This will also be your first participation activity in this course.

4:30

Put this lecture on pause or stop it altogether, and then go to the exercise posted on the website in this section.

4:35
When you finished, come back to join me here. Hello and welcome back.
4:44
I'd like to start off here by talking about the differences between cinema and television.
4:57
Most of you. There probably is no difference as you watch most of your films on television or on your computers or tablets or smartphones,
5:06
and even those of you who are still going to the movie theater once in a while to watch films on the big screen.
5:17
That had to stop during the Covid 19 pandemic.
5:25
And so you ended up watching the new releases on television or on your computers through these same streaming networks.
5:29
But at one time, there was a difference. Before television, there was only this cinema for a very long time.
5:38
Cinema was the major mass medium for delivering audiovisual content.
5:46
Large audiences thronged to the early theaters. The admission price is a nickel.
5:52
It's new, it's fun, and anyone can afford to go to the Nickelodeon.
5:57
What do we mean by a mass medium? A mass medium is a means of communicating information to a mass of people.
6:05
And I will also add all at one time. There are various kinds of mass media.
6:13
There are print media, for example, which include newspapers, journals and magazines, and which communicate important information on a daily basis,
6:21
and they are delivered en masse to news outlets and to subscribers homes all over the city or the country or around the world.
6:34
With the cinema, a single film could be shown several times a day in theaters across the country or around the world.
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And then radio introduced a new form of electronic media through which news and entertainment.
6:57
Don't talk to me about love, you vampire.
7:05
I mean, we're but. Straws in the wind.
7:09
I shall leave you two to talk this off. I'm sorry, Mrs. Black.
7:13
There's no use talking. You must give him up. Sports events.
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And other special events could be broadcast instantaneously from a single station,
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but also through affiliates to listeners across the country or globe, as the program may originate in a studio at New York or Hollywood.
7:37
The use of telephone wires makes it possible for stations thousands of miles away to broadcast the program.
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Television as a new electronic medium developed later in the 1940s, operated in a similar way to radio,
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and was structured along the same lines through stations owned by networks,
8:04
which then broadcast their material locally, regionally, nationally and later.
8:09
Thanks to the development of satellites internationally from the scene of action,
8:15
cameramen televise events which you may see in your own home if, of course, you have a television receiver.
8:20
Television is opening up a new field, as does any new development,
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and so a single televised program or bulletin could also reach millions all at once,
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so long as they had access to a television set and a signal with the World Wide Web.
8:37
That audience was expanded exponentially,
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as was the amount of information that could be transmitted 24 over seven in a
8:48
virtual stream or torrent to anyone with access to a computer and the internet.
8:53
But for a long time, cinema was the pre-eminent medium for delivering audio visual content that is sound and moving images together.
9:01
For viewers. However, the experience of cinema versus the experience of mass media like radio and television and then the internet was very different.
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For one thing, the cinema experience always tended to be a public experience.
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That is, before the advent of the home theater.
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When we go out to the movies, it's in a public place, a theater in a neighborhood or a mall or a drive in.
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And it's such venues. We watch films altogether.
9:48
An important part of the experience, then, is watching with others in the audience.
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Though we were in the dark and were focused on the screen, we can still hear each other's reactions to what we're watching.

9:57

We hear laughter or screams or groans. We can smell the snacks and we can hear others eating or talking.

10:05

But radio and television and the internet, when watched on a computer or other small device, are much more intimate experiences.

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Think about where the radio and television have always been placed in the home, in a place that's at the heart of family life.

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For example. The living room or the kitchen were the den or the bedroom.

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Sometimes even the bathroom. With Selma.

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We're pretty far away. We've distanced from that screen.

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And that's because with the cinema, the images are larger than life.

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They're blown up to the size of an entire wall.

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Though we may be caught up in the story and we may identify psychologically with the characters.

11:01

Or even with what we're seeing. And we might think that it could be real.

11:09

We don't ever feel that we inhabit or share that world on screen.

11:13

We are voyeurs, watching what goes on from another place in the dark without the character's awareness of our presence.

11:19

With radio, television and computer and phone screens.

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We are pretty close physically to the device. Radio and television especially offered a domestic rather than public experience.

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Listeners from viewers gathered round them at home just inches or a few feet away.

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People had to literally lean in to hear or see what was going on.

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And it's the same with computer screens.

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We generally lean in, gathering around the laptop or desktop and still in a small, intimate space, even if it's your cubicle at work or at school.

12:02

So we may be able to sit further back now and use remote controls from across the room.

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It's not the same as a public film theater. So in that sense, these new media seem more personal.

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And that physical proximity gives us a feeling of closeness to the action and the onscreen subjects, even when they're celebrities or world leaders.

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They're much smaller, contained within the box of the radio, television set, or small screen of the computer device.

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We also have to factor in the conditions and timing of viewing.

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With cinema viewers attend infrequently. When a new movie is released.

13:00

Attendance is a special occasion, an event.

13:06

Whereas radio and television are a more constant activity.

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They are part of one's daily schedule. One tunes in regularly to favorite programs once a week or every morning or evening.

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Often they're just on in the background. So this creates a greater sense of familiarity.

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Uh, because we see the screens, we deal with the screens and because we hear or see what's happening on them more often and more continuously,

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and because they're inside our personal spaces as though they have become part of our family and perhaps even an extension of ourselves.

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Why is it important to take note of these elements?

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Because they demonstrate not only the development of these mass media,

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but also the social and cultural developments that have taken place alongside mass media have had an incredible impact on our society and culture,

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as well as on us as individuals. Noting how the media have changed tells us how much we have changed along with the world around us.

14:07

Now it is time for your next exercise, which also was posted on the website in this lecture section.

14:18

When you finished it, move on to episode two of this lecture.