

LAST 201: TV

April 7, 2021

Address the question indicated under your room number below...

1. Broadcast television is, on the whole, produced more *for* the people than *by* the people; indeed it is usually produced either by the state (as with the CBC, say) or by large corporations. In what ways, and to what extent, may it nonetheless allow popular views and perspectives to be aired?
2. What are the ways in which TV is stratified or (at times, literally) channeled: e.g. in the distinctions between daytime and evening, between different genres, or between different channels or providers? How is the Internet in its turn also parcelled up? Can we (still) speak of a TV or Internet "public sphere"? Or might it be better to talk of a multitude of "private" spheres?
3. Morgan's analysis is in large part based on discussions with different groups of people about shows that he and they both happened to have watched. What do we talk about when we talk about TV?

Room 1

Names: Emilia, Natalie, Ayla

Question 1:

- Accessibility of television → sponsorship by state makes programs more accessible, more controlled form of media → propaganda? filtered?
- Accessibility determined by class/identity of viewers → 'pay your way' to different perspectives
- Do viewers determine what is aired or does the state? Depends on the political climate of the country...
- Nature of censorship, illegal vs legal access
- TV as political? Social?
- Even if tv is state-regulated, it often must reflect viewers interests
- Symbiotic relationship between state & audience

Room 2

Names: vihaan, brian, maya

1. The fact that the broadcasting systems (both privately and publicly owned) are designed to share knowledge and information that may be customized towards what and how people may see the importance of popular beliefs being aired can be influential to the public

Question 2:

In certain satellite providers the divisions are often based on age, ie for kids

Not sure how many popular public spheres are still available, most of the platforms that we consider to be public are ultimately controlled by a few corporations, such as Facebook.

Tv channels can also be divided up by languages in certain countries, and those could carry certain class based distinctions on the advertising or content.

Room 3

Names: Bre, Maiya, Ana Laura

Question 3:

- Popular opinions
- Current events
- Bringing different groups of people together
- Video format → more digestible form of media → more widespread, for the masses
- Also separates different age groups, kids don't tend to watch movies made for older people
- People talk about what they see so there is much more advertising
 - Different ads for different programs/channels, appealing to the people watching it

Room 4

Names: Beck, Desiree, Isabel

Question 1: shows are still made by people so the ideas are coming from somewhere. There is also research to take into account, and perhaps even reflect, people's views in order to ensure profit. However there is a disconnect with narratives that were told until recently that were outdated or not appropriate.

- Mechanisms for audience approval and relatability so tailored to popular views
 - but maybe that's also why sometimes the product seems kind of mechanical/robotic sometimes?
 - Ex: market research (including on social media), test screenings
 - To some extent, corporations producing entertainment have to tailor to perspectives and popular views in order to ensure profitability (ex: teen shows are often made according to what corporations think teens are like and want to watch. Even when something "awful" happens in a tv show, they are doing that

because they know we will have a certain emotional reaction to that; in that sense, it still reflects our views)

- However, there is often a gap between what is represented vs what people would like to see
- Social media makes it easier to get feedback on what fans would like to see

Room 5

Names: Maddy, Magalee, Clara

Question 2: Times and ratings used to be more categorized, however now with more options not as much. Netflix and other streaming services also make this possible in terms of being able to watch someone's favorite show whenever they like.

- This depends on age. Young people are more turned on to new platforms such YouTube. Old people tend to still watch TV.
- Age is one of the most clear dividing things that determine what mediums people select when deciding to watch TV or movies
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Room 6

Names: Dylan and Coral

Question 3: Opportunity to bring people together.

Can be related to the family unit

Participation in culture indirectly