

Popular Culture

Slide 1:

1. Unlike other mass media: means of communication that reach large audiences, television developed with lightening speed.
2. First widely available in 1948, the TV was in 9% of homes by 1950 and 55% of homes by 1954
3. 1960: 90% or 45 million americans had TV sets.

Slide 2:

1. Early tvs were small boxes with small screens
2. Programming was in black and white
3. First regular broadcasts were in 1949 and reached only a small part of the east coast and offered only two hours of programs per week
4. TV programs were sent over microwave relays, which could transmit TV waves over long distances

Slide 3:

1. 1956 the Federal Communications Commission (FCC), was created to regulate and license television, telephone, telegraph, radio and other communication industries
2. This period of expansion is known as the golden age of television, most of the entertainment was comedy
3. Milton Berle attracted huge audiences with The Texaco Star Theater and Lucille Ball in I love lucy, which began in 1951.

Slide 4:

1. Veteran radio broadcaster Edward Murrow introduced two innovations
2. On screen news reporting with his program : see it now (1951-58) and
3. Interview person to person 1953-60
4. Westerns, sports events, and original drama shown on playhouse 90 and studio one offered entertainment variety
5. Kids shows such as The Mickey Mouse Club and The Howdy Doody show attracted young viewers.

Slide 5:

1. Sales of TV Guide, introduced in 1953, quickly outpaced sales of other magazines.
2. Food industry in 1954 introduced frozen tv dinners
3. This made it easy for people to eat dinner while watching tv

Slide 6:

1. Some critics of TV objected to its effects on children and its stereotypical portrayal of women and minorities
2. Male characters outnumbered female characters three to one

3. African americans and latinos were barely in television programs at all

Slide 7:

1. 1950s tv portrayed an idealized white america.
2. Omitted references to poverty, diversity, contemporary conflicts such as the civil rights movement.
3. Glorified historical conflicts of the western frontier with hit shows like gunsmoke and have gun will travel
4. Level of violence in these shows led to concerns of the effect of tv on children.

Slide 8:

1. radio and movies did not compete with TV for mass market drama and variety shows.
2. radio stations turned to local programming of news, weather, music and community issues.
3. strategy paid off as advertising rose by 35% and radio stations increased by 50%

Slide 9:

1. Television cut into movie profits. 18,500 movie theaters drew nearly 90 million paid admission per week. TV cut that in half
2. movies capitalized on the advantages over TV: color, size, and stereophonic sound.
3. by 1954, more than 50% of movies were in color.

Slide 10:

1. Color TV would not be widespread until the next decade.
2. 1953 20th century fox introduced cinemascope, which projected a wide angle image on a broad screen
3. movie theaters even tried things such as smell o vision and aroma rama piped smells into theaters to coincide with events.
4. three dimensional images, viewed through special glasses supplied by the theater, were also tried.

Slide 11:

1. centered in San Francisco, Los Angeles, and New York's Greenwich Village, the beat movement, expressed the social and literary nonconformity of artists, poets, and writers
2. word beat originally meant "weary", but came to refer as well to a beat of music
3. many beat poets and writers believed in imposing little structure as possible on their artistic works, which had a free, open form.
4. read poetry aloud in coffeehouses and other gathering places

Slide 12:

1. Allen Ginsberg's Howl and Jack Kerouac's novel "On the Road" were popular
2. mainstream americans found this lifestyle less enchanting claiming there was nothing new about the beat movement

3. beatnik attitudes, way of life and literature attracted the attention of the media and fired the imaginations of many college students

Slide 13:

1. musicians in the 1950s started adding electronic instruments to traditional blues music, creating rhythm and blues
2. in 1951, a cleveland, ohio, radio disk jockey named Alan Freed was the first to play music
3. audience was mostly white but the music usually was produced by African-American musicians.
4. Freed began promoting new music that grew out of rhythm, blues, country, and pop.
5. he called the music rock and roll, a name that means music that has both black and white.

Slide 14:

1. rock N roll artists like Chuck Berry, Bill Haley and Elvis Presley brought Rock N Roll to popularity among teens.
2. the musics heavy rhythm, simple melodies, and lyrics that featured love, cars, and the problems of being young, captivated teens across the country
3. elvis was considered to be the King of Rock and Roll.
4. first developed his music by playing in churches and listening to gospel, country and blues music on the radio in memphis tennessee

Slide 15:

1. When he was young his mom gave him a guitar and years later he paid four dollars to record two songs in 1953.
2. sam phillips, a rhythm and blues produced, discovered Presley and produced his first records before selling his contract to RCA for 35,000
3. 45 of his records sold over 1 million copies some famous included Heartbreak Hotel, Hound Dog, All shook up and others
4. his rebellious style also captivated audiences
5. girls fainted when they saw him and boys wanted to be like him

Slide 16:

1. Many adults were concerned about rock and roll
2. believed the music led to teenage delinquency and immorality
3. in a few cities rock n roll concerts were banned.
4. tv and radio would bring it into the mainstream though

Slide 17:

1. Nat "King" Cole, actor Harry Belafonte and others paved the way for minority representation in entertainment fields
2. musicians like miles davis and others played a style of music characterized by the use of improvisation, called jazz.

Slide 18:

1. By the 1950s, African-American shows were mostly broadcast on separate stations
2. 1954 there were 250 radio stations aimed specifically at african american listeners thinking they could advertise to them.
3. by the end of the 1950s, African-Americans were still largely segregated from the dominant culture