

# History of Communications Media

Class 6

# History of Communications Media

- What We Will Cover Today
  - Motion Pictures
    - Origins of Motion Pictures
    - The Emergence of Hollywood
    - The Studio System
    - Some Effects of the Feature Film
  - Radio

# Movies

- Motion pictures create the illusion of continuous motion through:
  - The persistence of vision – the brain retains images cast upon the retina for  $1/20^{\text{th}}$  to  $1/5^{\text{th}}$  of a second beyond their removal from the field of vision
  - The Phi phenomena – that which causes us to see the individual blades of a rotating fan as a unitary circular form
- Because of persistence of vision, we do not see the dark interface areas of a projection print as it moves through the projector

# Movies

- Origins of Motion Pictures
  - Thomas Edison devised a kinetoscope that cast separate still photos on a screen one after the other so rapidly that the pictures seemed to be moving
    - Used the celluloid roll film produced by George Eastman in an endless loop
    - It was designed for its film to be viewed individually through the window of a cabinet housing its components

# Movies

- **Origins of Motion Pictures**
  - The Nickelodeon, as Edison's invention was known as, consisted of 15- to 20-minute programs consisting of a potpourri of unconnected scenes
    - The term, nickelodeon, was a combination of the initial price of admission with the Greek word for theater
  - These early films relied on the novelty effects of motion pictures to entertain viewers

# Movies

- Origins of Motion Pictures
  - Thomas Armat and Charles Francis Jenkins invented the first film projector – the Vitascope
    - The Film Projector allowed motion picture film to be shown in a dark room to moderately large audience
      - This became the standard method by which people viewed motion pictures
    - The kinetoscope with its individual viewing largely survived not in theaters but in establishments that catered to persons interested in porn

# Movies

- Edison and other earlier pioneers such as the Lumiere brothers saw motion pictures as a documentary medium
  - They filmed actual scenes or events, recording noteworthy persons, scenes, and events
- George Meliès was the first to see that editing could manipulate time and space to make the MOPIC film a narrative or storytelling medium
  - Meliès originated the fade-in, fade-out, dissolve, and stop-motion shot, multiple exposure, and time-lapse shots
  - His most famous film was *A Trip to the Moon*

# Movies

- Edwin S. Porter in *The Great Train Robbery* originated the idea of combining stock footage from the Edison archives with staged scenes to create a uniquely cinematic form – a fiction constructed from recordings of empirically real events and the use of intercuts to depict parallel actions.
- D.W. Griffith in *Birth of a Nation* pioneered the full-length feature film and was the first to make use of the close-up, cutaways, parallel action shots, and the re-creation of historical events

# Movies

- *Birth of a Nation* did the following:
  - Created the historical epic as a film genre
  - Established the motion picture as an artistic medium and inspired subsequent directors and filmmakers
  - Distorted history by providing a militantly white-supremacist perspective on the Civil War, Reconstruction, and African-Americans
    - Filled with factual distortions and racist stereotypes
    - Led to the origin and growth of the Ku Klux Klan

# Movies - Emergence of Hollywood

- Prior to WWI, France and Italy regularly surpassed the U.S. in film exports
- WWI shut down the European film industry as celluloid film production was diverted to the production of explosives
- Hollywood emerged as the center of U.S. film production for two reasons
  - Sunny California climate
  - Lower wage rates in non-unionized LA
  - Desire of independent film producers to get away from the Motion Picture Patents Company

# Movies – Emergence of Hollywood

- Motion Picture Patents Company (“Edison Trust”)
  - Formed to resolve litigation over patents
    - Charged exhibitors a uniform price per foot of film shown
    - Limited its members to one- and two-reelers
    - Made Eastman Kodak the sole source of raw film with Kodak selling only to licensed members
  - Aim was to control competition and shift profits from the distributors and exhibitors back to the producers and patent holders

# Movies – Emergence of Hollywood

- Precipitated a battle with independent producers and theater exhibitors
  - Led to a lot of litigation with many independents relocating to the West Coast
  - The Independents imported films from foreign producers excluded by the trust, obtained raw film stock from abroad, and made their own pictures.
    - By 1910, they made two-thirds as many reels of film as the trust's licensed companies and served 30% of the nation's 10,000 motion picture theaters.

# Movies – Emergence of Hollywood

- Edison Trust failed for two basic reasons:
  - It lost an anti-trust suit
  - It made some erroneous decisions and assumptions
    - Setting a uniform price per foot of film eliminated any incentive to invest in elaborate and costly productions
    - Limiting films to one- or two-reelers prevented trust producers from making “feature films” that appealed to upscale audiences
    - Trust members refused to publicize their stars

# Movies – Emergence of Hollywood

- Results – The independent opponents of the Trust (and Hollywood) won out
  - The independents went on to found the major Hollywood studios:
    - William Fox (20<sup>th</sup> Century Fox)
    - Carl Laemmle (Universal Pictures)
    - Adolph Zukor (Paramount)
  - Only one of the Edison Trust companies lasted beyond 1920
    - Vitagraph – died in 1925

# Movies – Emergence of Hollywood

- Reasons –
  - The Motion Picture Patents group were people who either invented, modified, or bankrolled movie hardware – cameras, projectors, etc
  - The independents were people who either ran theaters or came from fashion-conscious industries
    - They had much better awareness of what the public wanted – Feature Films & Motion Picture Palaces

# Movies – Emergence of Hollywood

- The Feature Film revolutionized the movie industry
  - Allowed motion pictures to appeal to the middle class
    - Format was similar to that of the legitimate theater
    - Format allowed for adaptation of middle-class appealing novels and plays

# Movies – Emergence of Hollywood

- The Feature Film also:
  - Inspired exhibitors to replace storefronts with new movie palaces
  - Led producers to create and publicize stars in order to promote their films
- Result:
  - By the early 1920s, feature-length films, often accompanied by live vaudeville acts, had become a popular form of entertainment

# Movies – Emergence of Hollywood

- Movie Theaters

- In 1923, there were 15,000 silent movie theaters in the U.S. with an average seating capacity of 507 and a weekly attendance of 50 million

- About 1,000 of these were “motion picture palaces”

- Large, elegantly-decorated, air-conditioned auditoriums located in urban centers which seated 1,500 or more people

- Often had expansive lobbies, thick carpeting, paintings, and statues

- Many had large Wurlitzer organs for musical accompaniment

- These palaces appealed to a middle class willing to pay 30 cents or more to see a movie and live vaudeville acts

# Movies – Why Hollywood Won Out

- Why the Movie Makers Went to Hollywood
  - Large demand for films required that film production be put on a year-round schedule
  - Slow film speeds required that most shooting take place outdoors in available light
  - Hollywood had an average 320 days of sun a year, a temperate climate, and a wide range of topography within a 60-mile radius
  - It was far removed from MPPC headquarters in New York City

# Movies – A Note About European Film

- Before WWI, France and Italy dominated European film production
  - Méliès had made the movie a storytelling medium
  - Ferdinand Zecca at Pathe perfected the chase film, which inspired Mack Sennett's keystone comedies
  - Louis Feuillade created the serial, starting with *Fantômas* (1913–14), *Les Vampires* (1915–16), and *Judex* (1916).
  - Louis Maggi created the first historical spectacles with casts of thousands

# Movies – The Effects of WWI

- Shut down European film production
  - By the end of the war, the U.S. dominated the international film market
    - In 1919, 90% of all films screened in Europe were American
  - Allowed the American film industry to grow and prosper
    - Stimulated Allied demand for American films
      - In some cases, Allied governments financed the making of anti-German films, such as D.W. Griffith's *Hearts of the World* (1918)

# Movies – Why Hollywood Won Out

- Why Hollywood Became the Center of World Feature Film Production
  - Large domestic audience and consequently larger profits to finance productions with lavish sets and expensive stars
  - Development of the Star system
  - Studio control over distribution networks
  - Heterogeneity of the American population
  - Dependency of American films on commercial success

# Movies – The Result

- Effects of WWI and the emergence of Hollywood
  - By the mid-1920s, approximately 95% of the films shown in Great Britain, 85% in the Netherlands, 70% in France, 65% in Italy, and 60% in Germany were American films
  - The beginning of the “Americanization” of first European and then World popular culture

# Movies – Talking Pictures

- The idea of uniting motion pictures and sound actually began with Edison
  - Edison's associate, Dickson, synchronized Edison's kinetoscope with his phonograph & marketed the device as the Kinetophone
  - By the 1910s, producers regularly commissioned orchestral scores to accompany prestigious productions and accompanied their films with cue sheets for appropriate music during the exhibition

# Movies – Talking Pictures

- Actual recorded sound required amplification
  - This became possible only after Lee De Forest's invention of the audion tube – a 3-element vacuum tube - in 1907 that amplified sound and drove it through the speakers
  - Lee de Forest invented an optical sound-on-film system but had trouble selling it to the studios who saw sound as having little profit but great expense

# Movies – Talking Pictures

- Lee De Forest in 1919 invented an optical sound-on-film system which he tried to market to Hollywood
- Western Electric in 1925 invented a sound-on-disc system but was likewise rebuffed by Hollywood except for Warner Bros
  - Warner Bros bought the system and the rights to sublease it
  - Initially Warner Bros used it to produce films with musical accompaniment, starting with *Don Juan* in 1926

# Movies – Talking Pictures

- In 1927, Warner Bros released *The Jazz Singer* which included dialog as well as music.
  - Its phenomenal success ensured the film industry's conversion to sound.
- The other studios decided to use a sound-on-film system
  - This enabled images and film to be recorded simultaneously on the same film medium, insuring automatic synchronization
  - As a result of competition between competing sound-on-film systems, RCA acquired the **Keith-Albee-Orpheum** vaudeville circuit and merged it with Joseph P. Kennedy's **Film Booking Offices of America (FBO)** to form **RKO Pictures**

# Movies – Talking Pictures

- Talking Pictures' interesting consequences
  - Increased Hollywood's share of cinematic revenue
  - Meant the demise of many "Silent Era" film stars
  - Made Bank of America a major financial institution since they, unlike other banks, were willing to finance Hollywood productions
  - Led to the creation of distinct genres to facilitate marketing

# Movies – Talking Pictures

- Talking Pictures interesting consequences – 2
  - Led most theaters to drop the interspersing of vaudeville acts and live music with motion pictures
    - Resulted in the fading of vaudeville
  - Led to the dominance of the studio system
    - Studios that seized the opportunity to make talkies – Warner Bros, Fox, M-G-M, & Paramount - soon gained dominance
  - Altered the behavior of moviegoers
    - The talking audience for silent pictures became the silent audience for talking pictures

# Movies – Talking Pictures

- Talking Pictures' interesting consequences – 3
  - Sound gave filmmakers new ways to attract and excite audiences
    - Allowed films to become more fast paced and complex
    - Boosted ticket sales
      - In 1930, weekly movie attendance equaled 75% of the total American population
    - Boosted the popularity of war movies, horror movies, westerns, and films that depended on clever, fast-paced, and witty dialog

# Movies – The Studios

- Paradoxically, the studio system originated in France with Charles Pathé
  - Involved actors under exclusive contract
  - Vertical integration – screenwriting, production, promotion, distribution & exhibition under one roof
  - Use of the profits of one film to fund the production of another

# Movies – The Studios

- Some Notes About the Studio System
  - Reflected the ideas of Charles Pathé and Thomas Harper Ince. Ince at his studio in Inceville CA:
    - Functioned as the central authority over multiple production units, each headed by a director
    - Each director shot an assigned film according to a detailed continuity script, detailed budget, and tight schedule
    - Ince supervised the final cut

# Movies – The Studios

- Emergence of the Hollywood Studios reflected:
  - The successes of Pathe and Ince and the adoption of their approach by American moviemakers
  - Oligopolistic success in a highly competitive industry
  - The need to finance ever increasing production costs and the conversion of theaters to sound
    - Required an ability to obtain bank loans and Wall Street investment bank financing

# Movies – The Studios

- By the mid-1930s, Hollywood was dominated by 8 studios – the Big 5 and the Little 3
  - Big 5 – Paramount, 20<sup>th</sup> Century Fox, Warner Bros, RKO, and M-G-M
  - Little 3 – Universal, Columbia, and United Artists
  - A few independents – Republic & Monogram
- This system dominated Hollywood until the early-1950s

# Movies – Some Notes

- Movies initially appealed to a lower class (immigrants & working class) audience
  - Explains why we eat popcorn at the movies but not at plays or the opera
- Movies began to appeal to a middle class and upper class audience when:
  - Producers began to make and show feature films
  - “Motion Picture Palaces” began to replace storefront exhibition places

# Movies – Some Notes

- By the early 1920s, the movies had established the basic film genres that are still with us:
  - Crime story
  - Western
  - Historical costume drama
  - Domestic melodrama or romance
  - Comedy (often romantic)

# Movies – Some Notes

- Movies and plays were both narrative and storytelling media but they differed in that:
  - Plays are always live performances; movies are not
  - Movies and plays treat time differently
  - Plays can have very sparse scenery; Movies require elaborate sets
  - Movies permit close-ups while plays, for most members of the audience, do not

# Movies and the Great Depression

- Effects of the Great Depression on Movies
  - Popularized escapist as distinct from topical films
    - Historical or literary-based films
    - Animated films – Walt Disney
  - Led to various innovations as theater owners sought to attract customers
    - Drive-in movies
    - Serials
    - Double Features
    - Bank Nights and Giveaways

# Movies – What Hollywood Wrought

- Movies had the following effects:
  - Constituted a lifestyle classroom on a whole host of topics – clothes, hairstyles, social attitudes, behavior, and much else
  - Provided a set of shared experiences for almost the whole population
  - Affected people's concepts of historical fact
  - Served as a purveyor of a whole host of consumer goods
    - Fostered discontent in the Third World

# Movies – What Hollywood Wrought

- Movies had the following effects – 2
  - Along with the automobile, led to the Drive-in movie
  - Initially supplemented and then supplanted lecture hall and vaudeville theater audiences
  - Brought the “Star” system to full fruition
    - Led to fan magazines and fan clubs
  - Played a major role in creating the myth of the “Wild West”

# Movies – What Hollywood Wrought

- Movies had the following effects – 3
  - Films made cultural production a major economic force
  - Films made commercial entertainment a center of American social life
  - As noted earlier, films constituted a major force in Americanizing world popular culture
    - As a backlash, it also led both intellectuals and traditionalists to react against aspects of American culture deemed incompatible with traditional values

# Movies – What Hollywood Wrought

- Movies had the following effects – 4
  - Popularized air conditioning
    - Seeing movies in comfort on hot summer day fueled a desire for air conditioning in the home and office
  - Gave us the animated feature cartoon
    - The marriage of the newspaper comic strip with the movie gave us the animated cartoon and feature film

# Movies – What Hollywood Wrought

- Movies had the following effects - 5
  - Helped turn the American people against Prohibition
    - The urban jazz-age flapper and her boyfriend conveyed the impression that drinking was widespread and that violating Prohibition laws was socially respectable
  - Diverted artistic talent from other endeavors to the movies
    - People who formerly composed symphonies now wrote movie scores; persons who in the past wrote novels now wrote screenplays

# Movies and Television

- What Television Did to the Movies
  - While the Studios initially saw television as a mortal threat, independent movie producers saw TV as an opportunity
    - The independents began making films – mostly crime dramas, westerns, and comedies – for television
      - Among the most successful was Desilu Productions
    - The success of Disneyland with the theme park, TV programs, and movies mutually promoting each other led studios to see television as a potential ally

# Movies and Television

- What Television Did to the Movies
  - Movie studios began renting their archives of old productions to the networks
    - Feature films on television
    - Studios invest the archiving, preservation, and restoration of old feature films
    - Films made for television without exhibiting them in theaters beforehand

# Movies and Television

- What Television Did to the Movies
  - Television changed the economics of the movie business
    - Before television, box office revenues were the source of movie profits
    - After television, it is primarily video (initially VCR tape and now DVD) rentals and sales that are the source of profit, followed by box office revenue and sales of exhibition rights to free and pay television. In some cases, there is additional revenue from product tie-ins.

# Radio

- Origins of Radio
  - James Clerk Maxwell's theory had predicted the existence of electromagnetic waves that traveled through space at the speed of light
  - Heinrich Hertz in 1886 devised an experiment to detect such waves.
    - He connected two ends of a coil of wire to the opposite sides of a small gap and then shot a high-voltage spark across the gap. Hertz found that as the spark jumped the gap, a much smaller spark flowed between two other wires, similarly configured, on the other side of the room.

# Radio

- Origins of Radio – 2
  - By this and related experiments, Hertz showed that these waves conformed to Maxwell's theory and had many of the same properties as light except that the wave lengths were much longer than those of light – several meters as opposed to fractions of a millimeter.
  - Guglielmo Marconi had attended lectures on Maxwell's theory and read an account of Hertz's experiments

# Radio

## – What Marconi accomplished

- He devised a practical wireless telegraphy transmitter and receiver
- He also visualized a market for the device
  - Navies and shipping companies that wanted to be able to communicate with their ships at sea
- Marconi gradually improved his invention over time
  - In 1901 actually transmitted a message from Cornwall in England to Newfoundland
    - » This led to the discovery of the ionosphere since what Marconi accomplished was theoretically impossible if radio waves like light followed lines of sight.

# Radio

- What Reginald Fessenden accomplished:
  - Fessenden and Ernst Alexanderson of GE developed a high-frequency alternator that allowed continuous wave transmission
  - This made possible voice and music radio transmission
    - On December 24, 1906, Fessenden began transmitting voice and music from his experimental radio station in Plymouth MA.

# Radio

## – What Lee De Forest accomplished:

- Invented the audion tube, which permitted the detection and amplification of radio signals and sound
- Started radio broadcasting of lectures and phonograph music in 1915
  - In 1916, he broadcast the Harvard-Yale football game and the 1916 Presidential election results, including the incorrect report that Woodrow Wilson had been defeated
  - In 1917, with the declaration of war, all amateur broadcasting was shut down
- Invented the Phonophone sound-on-film method of recording talking pictures

# Radio

- Effects of World War I
  - Sparked a huge demand for both wireless equipment and trained radio operators
    - Trained thousands of radio operators and familiarized them with the latest developments in radio technology
    - Led many of these new radio operators to become postwar amateur radio operators or hams.
  - Wartime desire to intercept German radio communications inspired Edwin Armstrong in 1918 to invent the superheterodyne circuit
- WWI thus laid the groundwork for the 1920s boom in radio and radio broadcasting

# Radio

- Frank Conrad
  - Was an amateur radio operator who was head of Westinghouse's radio operations
  - Regularly broadcast music from his home radio station
  - Joseph Horne Department Store Ad ran an ad on September 20, 1920 saying that their sets could receive Conrad's transmissions
  - The ad triggered an epiphany in Westinghouse VP Harry Davis
    - Radio was a broadcast medium
    - There was money to be made in selling receiving sets

# Radio

- Davis got Conrad to build a radio station at Westinghouse – KDKA – to transmit the 1920 election returns.
- Result – A splurge of radio broadcasting
- One broadcast that helped fuel the radio surge was the broadcast of the Dempsey-Carpentier heavyweight championship fight on July 2, 1921

# Radio

- Radio Sets
  - 1920 – Most radios were homemade crystal sets with earphones
  - 1922 – RCA Radiola – 6 tubes, amplifiers, and a superheterodyne tuner that required no external antenna and was simple to operate, but required a battery
  - 1928 – Console radio, fitted into a large wooden cabinet and sold as furniture, with plug-in circuitry and loudspeakers
  - 1930 – Relatively inexpensive table model radios

# Radio

- Notes on Early Programming
  - Broadcasting of election returns, political party conventions, and major sports events
  - Music – both live performances and phonograph recordings – dominated programming
  - No regular news coverage
    - Newspapers refused to make wire service reports available to radio stations for broadcasting

# Radio

- A Note on Sports Broadcasting
  - The uncertainties of early radio required radio announcers who could fill airtime with a gift of gab if something went wrong
  - Since many radio announcers lacked an athletic background, the practice of having two or more announcers team up to report a game arose
    - One to describe the play-by-play action and the other to provide analysis, information on players, and ‘color’.
    - With football, there was three announcers – one for play-by-play description, one for color, and a spotter to identify the large and constantly shifting cast of players on the field.

# Radio

- In the 1920s, radio took on many of the characteristics that marked radio and later television during their heydays
  - Bandwidth allocations that favored well-heeled stations
  - Commercial advertising as a source of radio station revenue
  - Networks that provided programming to individual stations

# Radio

- Networks
  - The 1920s and early-1930s saw the emergence of four networks – NBC Red (1926), NBC Blue (1928), CBS (1927), & Mutual (1934)
    - In 1943, NBC-Blue was sold off and became ABC
  - Networks gave advertisers access to a large national audience
  - Networks provided programming to the affiliated local stations
  - Programming was produced by the networks, individual sponsors, and increasingly over time by advertising agencies.

# Radio

- Notes on Programming
  - Initially limited to the evening hours
  - By the late-1920s, broadcasters realized that the right daytime programming might attract housewives
    - Result: serial romantic dramas, such as “Ma Perkins” and “The Romance of Helen Trent”
      - Termed soap operas because these programs were most often sponsored by laundry soap manufacturers

# Radio

- Notes on Programming - 2
  - By the early 1930s, morning programming focused on weather reports, recorded music, and talk a la “Don McNeill’s Breakfast Club”
  - By 1930, evening programming focused on the radio genres with mass appeal
    - Domestic sitcoms
    - Crime, mystery, & detective shows
    - Comedy/Variety shows
    - Radio versions of plays and movies

# Radio

- Notes on programming – 3
  - By the late 1930s, most of the programs that would occupy the top broadcast ratings slots until television (i.e. the next ten years) had made their debut on the air.
  - Only in the mid-1930s did radio networks begin to broadcast regular news programs
    - Prior to that, radio lacked the resources and incentive to gather news on its own
    - Rising international tensions made news programs popular
      - What Saddam Hussein did for CNN during the Gulf War, Adolf Hitler did for NBC and CBS News

# Radio

- Radio quickly penetrated the American market
  - 1927 – 25% of all American households had a radio
  - 1929 - 1/3<sup>rd</sup> owned a radio
  - 1934 - 60% of all homes had a radio;
  - 1939 - 86% of all households owned at least one set. There were also 6.5 million radios in automobiles.

# Radio

- Notes About the Radio Medium
  - With radio, the speaker addressed an audience that was invisible and unknown
  - Radio allowed millions to hear the same program at the same time
    - It provided a speaker with an audience that dwarfed any audience that could fit in an auditorium or theater
    - Along with the phonograph, it gave any song, symphony, or opera more listeners than every heard the work in a theater or symphony hall

# Radio

- Notes About the Radio Medium
  - Radio leads people to create images in their mind to provide a picture background for the actions and dialog that they are hearing in the broadcast
  - Radio is a medium that allows people to do other things while they are listening
  - Radio fostered the creation of “imagined communities” of people who never met but of which we were a part – E.g. sports fans, Fred Allen fans, rock 'n' rollers, ham operators, Dittoheads

# Radio

- Notes About the Radio Medium
  - Before television, radio was a centralizing medium because of both its expense and its broadcasting nature
  - After television, radio became:
    - A narrowcasting medium that appealed to specific niches of listeners through specific types of content – specific forms of music, all news, conservative talk shows, etc., and/or
    - Audio wallpaper that served as background while doing other things at home or in the car

# Radio

- Additional Notes About the Impact of TV:
  - Radio networks broke down and local stations found themselves on their own
    - Rise of music format stations with disc jockeys
    - Later AM radio became dominated by all news and talk/call-in shows as music migrated to FM
  - Decline of advertising on radio
    - From a high of \$133 million in 1948, advertising time sales on network radio dropped to \$35 million in 1960.

# Radio

- FM Radio
  - In 1933, Edwin Armstrong patented Frequency Modulation radio
    - Superior to AM since it eliminated static, provided a wider range of sound, and used spectrum more efficiently
  - FM did not take off until the late-1960s due largely to opposition from RCA
    - RCA saw FM as a rival to television for investment capital and available spectrum
    - FM threatened to undermine the position of its NBC subsidiary

# Radio

- FM Radio
  - After the mid-1960s, FM radio took off. There were several reasons for this:
    - FM radio offered a more lucrative investment opportunity than network-dominated TV and the overcrowded AM band
    - The arrival of stereo and high fidelity
    - Increased advertising on FM as advertisers discovered the quality of its listening demographics
    - AM-FM radio sets become commonplace
    - An FCC decision in 1964 that AM and FM stations owned by the same company could not duplicate more than 50% of their programs on both bands simultaneously

# Radio

- Some Effects of the Radio
  - By broadcasting the same content to a vast audience at the same time for all, radio created a shared simultaneity and unity of experience
    - This led to both a standardization of culture and also of speech
  - It led people to focus on and become knowledgeable about what was happening at the national and international level as distinct from the local community level
    - Thanks to radio and later TV, we now have people who are well-informed about what is going on in Washington or in the Middle East, but who have no idea of who their local mayor or city council representative is

# Radio

- Some Effects of the Radio
  - Along with the movies, led to the rise of a popular entertainment industry geared to the mass market
    - Reduced traditional forms of high art to elite ghettos of the well-to-do and the highly educated
  - Radio made music a more integral, structuring part of everyday life and individual identity.
    - Fostered an interest in classical music – especially live performance due to the poor sound quality of early radio

# Radio

- Some Effects of the Radio
  - The concept of the audience led to the concept of the average American
    - This provoked an interest in ratings, audience demographics, and the tastes and attitudes of the presumed average America
      - What was the average American listening to? Or buying? Who was listening to *Our Miss Brooks* or *The Shadow*?
  - Radio adversely affected the advertising revenues of newspapers and magazines

# Radio

- Some Effects of the Radio
  - The technical limitations of early radio:
    - Precluded use of very high or very low frequency musical instruments – cello, oboe, violin
    - Favored use of certain musical instruments - piano, clarinet, and saxophone
    - Led to the use of crooning as a singing technique
    - Favored broadcasting of jazz despite its frequent association with prohibition-era speakeasies and its black roots

# Radio

- Some Effects of the Radio
  - Fostered the evolution and popularization of country music
  - Radio and WWI led to code encryption and code breaking
  - Radio paved the way for radar, TV, and cellular telephony
  - Radio made music an acceptable endeavor for men
  - Radio led people to match their personal schedules to the schedules of the broadcast day