

History of America in 101 Objects© and Then Some

Part 1, Session 7





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Back to the Future



86. Walt Disney's Mickey Mouse



1928



19382014© Walt Disney Productions

- A simple cartoon mouse inspires the film animation industry and propels a world wide American entertainment Giant.
- Mickey Mouse epitomizes the input of technology into a product. From a 1928 flat cartoon in black and white Mickey became the lead in a series of films where his voice and personality are developed.
- Disney incorporated many film technologies to synchronizes motion, voice and music along with color. Ultimately using computer generated graphics. Steamboat Willie was one of the <u>first talkies</u>.
- In 10 years from 1938 Mickey grew <u>in color</u> to the Sorcerer's Apprentice and the exuberance of Fantasia.
- Disney's business acumen grew the Disney Brand and Studio into a world-wide operation of movie studio, TV channel with the Mickey Mouse Club, theme parks and a line of entertainment related products. NYSE: DIS - Jun 25 1:59 PM ET \$84.17)

87./45. RCA Television Set

The World in Your Living Room and at the Dinner Table



The model premiered at the 1939 New York World Fair leads to a worldwide Phenomenon.

Shown is a 12" Model TRK. The set was designed by RCA's design center as furniture.

Note the price.

RCA's David Sarnoff, the "Henry Ford" of TV

- RCA introduced America's first consumer television receiver sets at the New York World's Fair in <u>1939</u>. Picture tubes ranged in size from 5" to 12" and faced upward on top of the cabinet with a tilting mirror to view the picture horizontally.
- RCA president David Sarnoff in a speech "Birth of an Industry" announced the first live television broadcasting of a news event --President Franklin Roosevelt addressing the World Fair crowd. Sarnoff predicted that television would one day become an important entertainment and information medium.
- Sarnoff poached inventors and challenged other's TV patents.
- The inventor credited with TV as we know is Philo Farnsworth. In 1920, as a 14 year old high school student, he conceived and described the electron-scanning process and by 1927 invented an electronic television image dissector (camera) tube and successfully transmitted a series of images far superior to other mechanical television systems. <u>He applied for a patent.</u>

Litigation and Testing

In 1923 Vladimir Zworykin, a Russian immigrant then working for Westinghouse, filed a patent for a television camera, to scan a picture by entirely electronic means. He called it an iconoscope.

Zworykin was hired by RCA in 1929 and given enormous resources to "invent around" the television "patent applied for" by Farnsworth. RCA then challenged the Farnsworth patent application as an infringement of "similar work being done" by Zworykin for RCA.

But Farnsworth's patent was granted in 1934, based on his earlier work as a student. That year, Farnsworth conducted the first public demonstration of his electronic television system at the Franklin Institute in Philadelphia.

In <u>1936</u> Farnsworth transmitted electronic television experimentally from station W3XPF in Philadelphia. The few sets that were available could only "tune-in" to the single station for which the set was designed.

Also in <u>1936</u>, RCA conducted experimental electronic television broadcast field-tests in New York City.

More Litigation and WWII Delayed Roll-out

- There were other mechanical TV experimentations in the US England and Germany in 1920s and 1930s.
- In 1939 Sarnoff publicly credited RCA 's Zworykin with the invention of television. Zworykin had just received a patent in 1938 for his iconoscope, a television camera with millions of tint photocells replicating the human eye.
- What Sarnoff did not reveal in 1939 was that he was already paying royalties to the Farnsworth for the use of his invention. As RCA denied him public credit, he remained virtually anonymous until after his death in 1971
- The war delayed manufacture of consumer TV sets until 1946, and it was not until 1950 that prices became reasonable.

Civilian TV Was Delayed and then Color

- TV Was Used in WWII, notably in the remote controlled B-24 involved the unfortunate death of Lt Joseph Kennedy Jr., USNR
- In 1954, when there were 26 million households with black & white television sets. RCA through its NBC subsidiary introduced the first programs and consumer color sets, using a new tri-color picture tube, but reception was still unreliable. No others were on the market until 1959, when courts settled patent suits brought against RCA by Zenith and others.
- David Sarnoff, Board Chairman of RCA, in 1962 stated "It won't be very long before color television will be a mass item of commerce. By 1964, 1 million sets had been sold, and by 1967 color outsold black & white sets.
- Those of you under the age of 40 probably know the rest of the story.
 The screens got bigger, thinner and more detailed.



Can You Even Fathom the Extent of TV's Current Worldwide Impact?

- Initially, a few hours of small black and white pictures
- Howdy-Doody and the peanut gallery
- Kennedy-Nixon debates
- The Soaps and Game shows
- Almost instant nation-wide news of President Kennedy's assination and funeral
- Civil Rights protests were pulled from the obscurity of Southern backwaters and broadcast to the entire nation to witness
- Vietnam was the first dinner time war
- Armstrong descend the LEM ladder to the moon's surface
- Politics and elections. The endless barrage of competing ads
- 24/7 Cable with sports, talking heads and endless reruns
- The world-wide rollout of cheap broadband F/O & satellites
- June 2014, on the spot reports from Syria, China, Iraq and Ukraine.
- How many hours each day do you watch TV?

How many do you recognize?

















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88. Chuck Berry's Gibson Guitar Rock and Roll as the lyric say —"Is here to stay"

An instrument that defines a new sound called Rock and Roll.

The electric guitar that was developed in Jazz and big band era with amplifiers that allow it to complete with louder horns. It was the <u>exaggerated use of the electronics</u> that gave R&R its unique sound.

While there were many performers who wrote and performed similar music in the 1940s and 1950s, most music historians attribute R&R to two artists: Elvis Pressley and Chuck Berry.

"R&R combined desperate genres into a new form of aesthetic expression that melded a new technology - the electric guitar - with the social tensions of youth and race emerging in post-war America."

The guitar was central to Berry's success and heavily influenced British performers who followed.

"Chuck was the man who made me want to perform. If you are looking for a new name for R&R, it would be Chuck Berry" John Lennon

A semiacoustic Gibson ES-350 T "Maybellene"



89. Katherine Hepburn's Oscars





A talented actress wins awards now synonymous with high quality artistic achievement.

Her career mirrors the American Hollywood world that entertains, inspires and provides escape form every day life.

She started in the depression era black and white pictures that portrayed a rich America.

She then follows with color adventure films and later more discerning films that explore the complex nature of adult life.

90. Hope Diamond



An amazing gift fuels America's crown jewels

90. Hope Diamond

- The Hope Diamond, also known as "*Le Bijou du Roi*" ("the King's Jewel"), "*Le bleu de France*" ("the Blue of France"), and the Tavernier Blue, is a large, 45.52-carat (9.104 g), deep-blue diamond.
- It is blue to the naked eye because of trace amounts of boron within its crystal structure, and exhibits red phosphorescence after exposure to ultraviolet light.
- It is classified as a Type IIb diamond, and is notorious for supposedly being cursed.
- It has a long recorded history, with few gaps, in which it changed hands numerous times on its way from India to France to Britain and to the United States. It has been described as the "most famous diamond in the world.

90. Hope Diamond

- Presented to the Smithsonian in 1958 by Jeweler Harry Winston (neé Weinstein)
- His intention was that the United States should have "Crown Jewels" but since we were a Republic with no nobility; there was no collection of jewels.
- He believed that if he started one, others would follow and donate. He was right – the Smithsonian's gem collection is now one of the largest in the world.

91. Andy Warhol's Marilyn Monroe



A contemporary artist provides insightful visual commentary on a popular sex symbol

92. McDonalds Golden Arches Sign



An American fast-food enterprise defines contemporary globalism

93. Kermit the Frog Children's Television Workshop



The Muppet star helps children learn in a thoroughly engaging manner

A profound vehicle to engage pre-k children with education and social connectionsSomeday we will find it, the Rainbow connection, the lovers the dreamers and me...

94. Star War's R2D2 and C-3PO

- Why do we care about these Droids?
 - Anyway "Those are not the droids we are looking for."*
- How do they fit in "Real" American history?





* Star Wars episode 4

94. Star War's R2D2

Production information

	Homeworld	Naboo, Nubia	
	Date created	c. 33 BBY	
	Date destroyed	c. 20 BBY, over Carida (rebuilt)	
	Manufacturer	Industrial Automaton	
	Product line		
	R-series	Model R2-series	
	Class	Astromech droid	
Technical specifications			
	Height	0.96 meters	
	Mass	32 kilograms	
	Gender	Masculine programming	
	Sensor color	Red	
Equipment/ Armament			
	Buzz saw, Electric pike, Drinks tray (only on sail barge		
Fusion welder, Scomp link, Power recharge coupler,			

Rocket boosters, Holographic projector

Motorized, all-terrain treads, Retractable third leg



94. Star War's C-3PO



Production Information

Iomeworld	Tatooine		
Date created	112 BBY, Affa		
Date destroyed	3 ABY, Bespin (temporarily		
	dismantled, rebuilt)		
Creator	Anakin Skywalker		
Manufacturer	Cybot Galactica		
Production Line			
Model	3PO-series		
Class	Protocol droid		
Technical specifications			
leight	1.67 meters		
Mass	75 kilograms		
Gender	Masculine programming		
Plating color	Gold (silver from approx.		
	32 BBY to approx. 22 BBY)		
anguages	Over 6,000,000		
Armament	None		

Star War's Hero Droids

- R2-D2, pronounced Artoo-Detoo and often referred to as Artoo, was an R2-series astromech droid manufactured by Industrial Automaton prior to 32 BBY.
- Resourceful and spunky, the droid developed an adventurous personality during his many decades of operation. Inside of his cylindrical frame were many arms, sensors, and other tools that could be extended to fulfill various needs, such as slicing computers, extinguishing fires, projecting holograms, repairing starships and flying.
- C-3PO, the protocol droid, along with his counterpart R2-D2 constantly found himself directly involved in pivotal moments of galactic history.
- R2-D2's bravery, coupled with his many gadgets, played large roles in saving the galaxy time and time again. Like other astromech droids, R2-D2 could walk on two legs or use a third leg to roll across the ground.

Our Star Wars Droids were beneficial, but that is only because they were programmed that way





2014, Industrial Robot, it only attacks human employment 2035, a US Robotic Nestor-5 (NS-5) Is it still Three Laws Safe?

"Three Laws of Robotics" Isaac Asimov

- First Law: A robot must never harm a human being or, through inaction, allow any human to come to harm.
- Second Law: A robot must obey the orders given to them by human beings, except where such orders violate the First Law.
- Third Law: A robot must protect its own existence unless this violates the First or Second Laws.