

ST3

90p

Spectacular Times

The Media

Pocketbook Series

I give you bitter
pills in sugar coating.

The pills are harmless;
the poison is in the
sugar.

Stanislaw Lec.

The Spectacle is not just a collection of images. It is the medium of communication between images and is the means by which the real world is interpreted.

A STRIKE by council typists over what has been called "the gobbledegook machine" was averted at Bradford last night after seven hours of talks. The Metropolitan District Council had intended to become the first local authority in Britain to use computer-typing.

A typist using it would need only to press a key once to print entire stock paragraphs of the type used by local government officers.

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the right image?

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Public Relations.

By PAUL VOGLE

who was on the last plane out of Da Nang, South Vietnam, yesterday

ONLY the fastest, the strongest and the meanest of a huge mob got a ride in the last plane from Da Nang yesterday.

The mass media is
Spectacular. Even in
extremis it is unable
to see itself as a
participant in real life.

A

T 9:38 A.M. ON
July 15th, 1974,
about eight minutes
into *Suncoast Digest*,
a variety show on
WXLT-TV in Sarasota, Florida,
anchorwoman Chris Chubbuck,
30, looked straight at the camera
and said:

"In keeping with Channel 40's
policy of bringing you the latest
in blood and guts in living color,
you're going to see another first
—an attempt at suicide."

Whereupon, she pulled a gun
out of a shopping bag and shot
herself fatally in the head.

Instead it turns real
life into a Spectacle
— and participates
in that.

The Spectacle offers 'new lamps for old'. Powerless and alienated in our real community it encourages us to live the community life of Ambridge, Crossroads or Coronation Street. All is counterfeit.

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Take it home.

Plug it in.

And while it may not look like the biggest thing in the room, it'll certainly sound like it.

So confident - it can
even taunt us with our
own gullibility.

It's not the Beatles . . .
but you won't believe it.

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Isn't real life best
left to the experts?

..... Enjoy.

The PRODUCER sells;
the CONSUMER buys;
and the COMMODITY gets sold.
The T.V. companies produce
the programmes; the advertisers

Culture.

That really big
commodity. The one
that sells all the others.

The mass media turns
real life into a comic
strip. "The Black Panther",
"The Jackal", "The Penguin".

The blood is real but
the language is the
language
of Gotham
City.

Many of the officers were wearing a special Julie tie, designed by Detective Constable Alun Morgan of Avon and Somerset. It shows a silver circle of 11 clasped hands—representing the 11 police forces from which Drugs Squad officers were selected for the team. Inside the circle is an ear of rye from which the basic substance for producing LSD—ergotamine tartrate—is derived.

The Judge said the media had rightly given tremendous coverage to the "amazing detective work".

Saigon. A memo correcting the initial text has now been sent out by Central Current Affairs Talks External Broadcasting. For "liberation of Saigon" please read "Communist take over of Saigon" and for "liberation forces" please read "Communist forces" through-out.

In the right words.

David Holmes was critical of the way in which 'Today' that morning had set the start of the Thorpe trial, the 'trial of the century', alongside an item about a man who played 'Rule Britannia' on his arm-pits. (8.5.79)

In the right order.

It is well documented that on successive occasions when the Irish people sought to resist British rule, the anti-Irish joke emerged in Britain.

The current bout of joke propaganda concentrates on the Irishman as 'thick'. The jokes began with the emergence of the Northern Ireland situation in 1969 and received their biggest promotion on the 'Comedians' television series. As always in the past, the jokes help the British Government's line in Northern Ireland — sustaining the story that the war there is a religious one between people who are 'thick' and who haven't any logical reason for behaving as they do. The troops are presented as heroically keeping the peace.

Without a mass media there can be little effective propaganda with it there is very little else.

Network

| | Individual viewing millions |
|--|-----------------------------------|
| 1 Coronation St. Wed, Granada | 13.40 |
| 2 Coronation St. Mon, Granada | 12.95 |
| 3 Winner Takes All, Yorkshire | 12.85 |
| 4 The Paul Daniels Magic Show, BBC | 12.75 |
| 5 Crossroads, Tue, ATV | 12.20 |
| 6 In Loving Memory, Yorkshire | 11.90 |
| 6 = Crossroads, Thu, ATV | 11.70 |
| 8 Crossroads, Wed, ATV | 11.70 |
| 9 Crossroads, Mon, ATV | 11.65 |
| 9 = Lingalongamax, Thames | 11.55 |
| 11 The Krypton Factor, Granada | 11.40 |
| 12 Rosie, BBC | 11.15 |
| 13 Emmerdale Farm, Thu, Yorkshire | 11.05 |
| 14 Don't Just Sit There, Yorkshire | 10.95 |
| 15 Voyage To The Bottom Of The Sea, film, BBC | 10.45 |
| 15 Emmerdale Farm, Tue, Yorkshire | 10.10 |
| 17 Kids, LWT | 9.85 |
| 18 Petrocelli (US), BBC | 9.70 |
| 19 Wildlife On One, BBC | 9.65 |
| 20 You're Only Young Twice, Yorkshire | 9.60 |



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'You might just as well say,'
added the March Hare,
'that "I like what I get"
is the same thing as "I
get what I like".'

The Monty Python film, Life of Brian, will not be seen in Harrogate because the council's film selection sub-committee has banned it without seeing it.

The committee took its decision largely on information contained in a "very factual" statement from the Festival of Light. The festival admitted in the statement that it had not seen the film either.

Councillor Harold Hitchen, chairman of the committee, said the film was felt to be "extremely offensive".

Sometimes the mass media
will even bite the hand
that feeds it

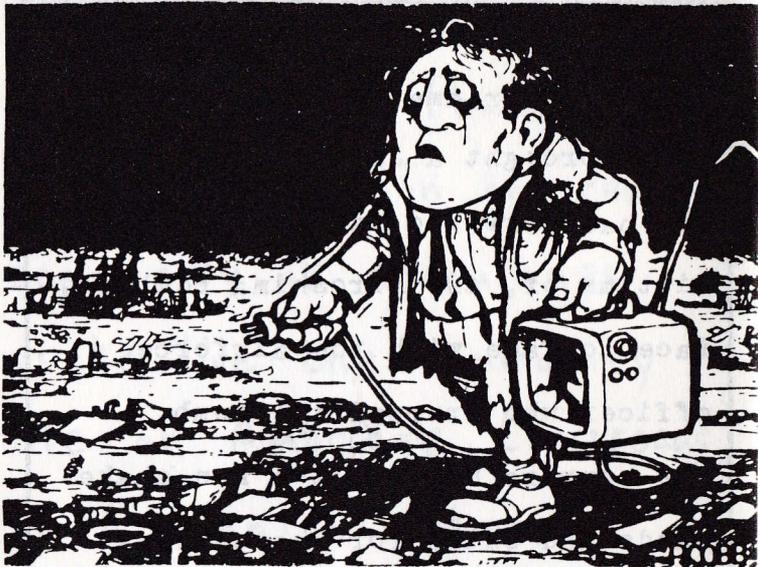
Michael Heseltine, the Environment Secretary, condemned the BBC's coverage of the anti-cuts demonstration in Lambeth, London, saying 'The battle against inflation is too critical to allow slap-happy selective journalism to undermine the national will to defeat inflation', (Sunday Times, 18.11.79).

..... but it will never
bite it off.

In the early 50's the U.S. television programme "This is your Life" brought a Japanese priest who had survived, and aided the victims of, the Hiroshima bombing, face to face with the airforce officer who dropped the bomb.

The compere had the two men shake hands and smile for the camera.

It's only
Rock n' Roll



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to computers?



The debate on Thames was cancelled, and replaced with a film about a fox which drinks lager.

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The Media

compiled and edited by Larry Law.

Production by Liz. 1980.

This edition printed

1993

Sole UK distribution by

A Distribution

84b Whitechapel High St

London E1