GENERIC
APPROACH
TO T.V./

ATTINGHAM

I

1963

- nature of appeal - [illegible]
- quality for immediate arts
- latent + manifest value pattern
- format + content
- convention, stereotyping, stock response processing.

TO criticism

the individual arts need a crit. lagnage

of general not structural wide field.

NB defined expectation

the generic approach

Approach - 4 question

- nature of appeal
- terms to define quality
- interaction of format or convention & content.
- its value pattern.

Genres

ART

Dramat Cinema

Sectors Art in dep't

Adaptation

Sociological + Serial Drama

Dramatic Comedy

Variety

Factual Documentary

Feature Documentary

Opinion Argument

Sectors Journalism.

Language

Press/Comm

(1)

TV criticism

- ephemeral
- not structural - immediate
  arts need a but/ent.
  language.
- not defined expectation.
- wide field

- the generic approach

Approach

- nature of appeal (socio)
- terms to define quality
- value pattern - manifest/latent
- interaction of format, + convention + style on content.

Genres

(24)

Mass Medium –

Art ⟶ Communication

DRAMA CINEMA

MAGAZINE

PRESS

Serious Art + Drama

Sociological Dramas

Serial Drama

Dramatic Comedy

Variety

Poetic Documentary

Feature Documentary

Serious Journalism

SERIOUS ART & DRAMA

Cf: the Cinema & Drama.
the best TV = as good as it

NOT yet a mature art

No independent term for television art

Depth - flat screen.
quick visualisation - overvisualised
immediacy - of journalism not art.

too rapid use from domestic & social. - TYPES

Portrait of Artist
Sgt Pepper
David Mercer & Dan Taylor
Alun Owen - Rose Affair
John Hopkins - 2. Cars

Sydney Newman (4

TV originals.

Clive Exton.

routines
domestic drama for small screen.

fantasy + idiosyncrasy good.

personal style?

Soviet DRAMA

appeal – naturalism.
slice of life.

kinds of naturalism
life without tension
'escapism'
COMPACT

'complexity'
CORONATION ST.

dialogue.
drama surfaces.
written conventions, toughness
Z CARS. (thriller)

Chekhov. tape recorded dialogue.

(5A

Children — entertainment
→ education.

Formal / Adult } education

Coronation St

drama - not TV specifically
reproduces conditions &
problems of life.
shows the problems.

fantasy

need → affluence.
controlling that area of our life

value

Dixon 2 Cars

— control / playing through / fantasy

(SB)

vicarious participation in other peoples lives.

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rep-an programme planners,
invite audience to face up to reality

How to use TV.

- Something we live with.
- in our homes like our brothers & sisters.
- thing in our homes.

danger of continuity of naturalism

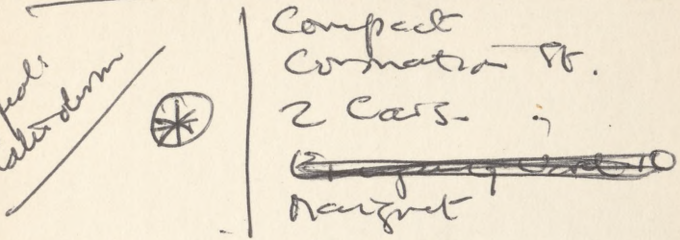
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raise the standards.
not to be changing.
the "average" person.

reproduce

below that – Tonight, Panorama,

Sociological drama



Sociological drama

2 kinds of naturalism

life without tension + immediacy.

"escapism"?

Chweyston - tape recorded complexity?

surface accuracy.

C.St strain of nostalgia
grit
trivial
Gusto?
no effort?

2 Cars - grit
unsentimentality.

→

Serial Drama

convention not creative

The play of convention.
underlying values.
Fascination of magic
folk/fairy

Soap/tricks
violence.

Avengers
Bond

Cinema vs TV westerns.

underlying pattern in N Kidder
Dr. Ward 10

Suspense

Westerns
Thrillers + Mystery
hypol Operas.

convention taken over
no near ones developed

playing through + repetition of familiar situations. + conventions.

WESTERNS
THRILLERS
77 SUNSET STRIP
DRAGNET
AVENGERS DETECTIVE
EM. WARD 10.
DR KILDARE

Conventions
not creative in TV.
Cf: the Cinema.
taken over.

underlying patterns

COMEDY. (9

Variety comics.

Music Hall.

Hancock — old
new.

familiarity.
social comment
character broken up.
guests
loss of environment.

Steptoe + Son.

pathos
comment
exaggeration
relationship
type.

Square world.
Harry Worth.

Comedy

Code of fandom
social comment
the characters
star guests

(10

The Variety comics.

Hancock. — new / old

Steptoe + Son (*)

lack of environment

environment

pathos.
exaggeration
relationship.
creation of type.

Steptoe + Carnaby St.

Square World - Benny ?

Subtly amended.

Benny Hill

Gentle chaos.

→

Variety

Blonde & white
Drab 40 Lunch Hrs
Sat night At The Palladium.
Blue Cotton Bed Show
Juke Box Jury

Under Forsyth wisdom

entertainment & protest

(11

TW3.

arts of the demotic
the Music Hall.
the smooth men of TV.
the pioneers of the
disc jockeys.
exposed natures.
personalisation.

TW3. - audience barrier
improvisation.
forms exposed.
topicality & immediacy
mood.

~~Fenton Documents~~ "imposed pace"

(12)

Gordon Pomeleus

Monitor

Panorama.

This week.

World in Action

Tonight.

Calling

"Magazine

(Whicker & Colby)

confusion between documentary, art & opinion

"entertainment as a discipline"

Its Target format

formula.

interviews personalities.

"opinion".

does one get the feeling

personality?

Hailsham.

Portico Documents (13)

Denis Mitchell.

Mitchell + Connaughton Ft.

What kind of Art

Popular Art vs The Formula.

The spontaneous arts.
Reassurance + reaffirmation.
Respect for audience
Promising + stereotyping
Other standards.
- by same form

Sexism Socialization (14)

Art & Communication in TV arms industries

The nature of pleasure

Routinization &

stereotyping easy

Types of audience.

Nature films

wrestling

Expectation of immediacy &

actuality - high

repeat in TV

Eclipse of distance

Overall

Whalers On Top of the World

(Todd Gold) bells, rm
sustained Tangle

Senses Art.
Popular Art.
Spontaneous words.
Processed Non Art.

Seeons Art + Drama.

Cf: the camera — appeal

TV not a native art — term qd. from Ger.

Depth? Indepen — own dev. cinematic

Restriction of action

Tendency to spectacular — (Wort Peace)

Tendency to quick visualization — over visualized

TV equivalents.

Intensity of camera looking

Immediacy of TV = news of journalism not of art.

Typing too easy — too rapid from domestic & the sociological

Portrait of the Artist

Sgt Pepper

David Merrick + Dan Taylor

Alan Owen

Jan Hopkins — work in A Tight Circle

2 Eus

Sydney Nolan

TV artist.

routine procedure.
"personal style"?

Chris Ofili
Tony Oursler
Tracey Emin
Damien Hirst

Fantasy + the almanac or
idiosyncratic?

Dr Paul Thompson
Polish History
History in the Making
Chicago
Oral History
Columbia
Studs Terkel

MITCHELL

TELEVISION CRITICISM

RA

+ audience

(1) the changing social attitudes
(2) tolerance + society
(3) nature of the medium.

- the proper posture.
- openness ← to experience
- build on the possibilities.

news

"trust the teller ~~not~~ trust the tale"

— Lawrence.

"this is so, or is not?"

— Lewis

"Nature of imaginative commitment"

— not individualistic/romantic

manner.

2 Cars. ⟷ Dragnet

Scepter. ⟷ Jimmy Saville

Suitable Case ⟷ L.L. Host

World in Action ⟷ Panorama

Calypso 65 ⟷ R. St. Go.

Front world war ⟷

Olympic Games ⟷

Hancock. ⟷

Criticism / art. ⟶

Only good criticism is a lapsed producer.

No standards.

dialogues

basic things.

— on integrity. (Brecht)

Serious situation.

keep standards up. ⟶

definition of good

→ quality of commercials

What is good television

Standards across the board

- qualities of life
- levels of complexity
- affirmation of values.
- commitment of emotions.

educational / elevated p. taste

← them