MASS
MEDIA
REVOLUTION

the mass-media revolution

accelerated growth in the transmission of messages by mass reproduction methods.

quantity → quality
affects modes of consciousness + relationships.
economic/political patterns, etc.

Still, a history of attitudes towards drama in industrial culture with bearing in mind.

the theatre (secular drama)
folk music
the novel (Johnson)
music hall.
the cinema
television.
~~photography~~.

selective up-grading.
selective passing on of the
inheritance.

the mass media → popular
culture which produced by it –
a paradigm for the debate
about the ambiguous legacy
of industrial democratic
civilization.

the transmission of effects:
the moral influence of art
the corrupting influence of
art for the masses

democratic taste - elitism.

"censorship"
availability.
"the guardians of taste"

compensation for the poverty of the emotional life.

stereotyped responses - I.A. Richards

ethical simplification - P64.
ambition

Purity debasement of standards.

the economic exploitation of the masses.

robbed of the inheritance of cultural diversity.

a reflection of mass taste

substitute culture - use of

leisure

impact a working class culture.

the "moral crisis"

- defence of middle brow

culture?

Mrs. Whitehouse

education.

the fear of youth culture

and its impact on children

the repeatability of forms

the selective tradition seen as an non-historical, non-social phenomenon.

the workability of forms.

art and experience.

the transvaluation of forms.

comedy
novel / film
cinema.
television.
music
pornography.

cultural exploitation.

The Kursk
Hughie Green
Any Questions

the Northcliffe revolution.

Look in detail world + between media.

media in their social context.