

Media Literacy

The Values of Media Culture

Ideas: Profound and Outrageous

The following are facts, opinions and ideas about mass media. The ideas range from humorous to profound. Tear them apart, express your agreement or disagreement, criticize and evaluate them. Explain and show the connection to contemporary media. Give specific examples.

“Movies and television are shortening our attention span. Soon novels will have to be picture books because people won’t be able to sit still and read for more than twenty minutes at a time.”

“Reading is becoming less important. Maybe it should be a specialized skill like walking a tightrope or playing football. With television, radio, pictures, and images why should everyone have to spend years learning how to read? Reading in the future will be a skill learned only by the few.”

“Television commercials don’t really influence me. They might help persuade the other guy, but I buy what’s best. None of that television persuasion nonsense for me.”

“People won’t be going to movie houses in twenty years. They’ll be staying home and watching movies on their six-foot video screens. Why should they put up with long lines, expensive popcorn, out of focus pictures, high admission prices and the general inconvenience of going out when they can see the same thing on a home cable system?”

“Television has taught a kind of change-the-channel philosophy of life. If a marriage doesn’t work—change the channel and get a divorce. If a job isn’t perfect—change the channel and get a new one. No wonder there’s so much moving around and discontent; everyone’s trying to change the channel of life.”

“Our society used to have what they called ‘extended families.’ Grandparents used to live with the parents. Now they go to nursing homes and TV stars and celebrities are part of the extended family.”