Television, the third wave, is the optical medium that comes into the home. If cinema is the urban, modern medium, television is the suburban, postmodern medium. We will discuss television during the broadcast era when the medium was defined by its “flow.”

To understand how broadcasting works, and to continue our conversation about sound, we will listen to radio works of Orson Welles.
From this...
To this.
Discovery Channel video history of television

http://www.farnovision.com/media/origins.html
Paul Nipkow & his scanning disk, 1884
1928 G.E. Scanning Disk Television Set (closed-open)
The 1939 British Ecko TA-201, above, received just one channel, and was for visuals only. If you wanted sound you had to connect it to a radio.

It was an ultra-luxury item.
Felix the Cat, the first TV star
Felix the Cat, the first TV star
[recreation]
John Logie Baird
Mechanical Television
Scanned Face, 1920s
Electronic televisions were based on the cathode ray tube (CRT). Cathode ray tubes (or picture tubes), were a fundamental part of electronic television sets until the introduction of LCD and plasma screens (so called “flat screens”). In 1897, Karl Ferdinand Braun invented the first cathode ray tube scanning device in Germany, but it took until 1931 for the American Allen B. Du Mont to develop a durable and commercially viable CRT for television.
Philo T. Farnsworth
Electronic Television
The Debt to Radio
Early Radio

As early as 1897, there was experimentation with dot-dash radio telegraphy.

It was in general use for ship-to-shore communication by 1910, in general use for ship-to-shore communication. This was not exactly "broadcasting" because it was point-to-point, and did not have an “audience.” The term itself was coined to refer to seeding a field widely rather than in rows.

In 1906, however, Lee De Forest invents the audion tube and sound can be transmitted over the air as opposed to by wire. By 1910, there were experimental broadcasts of voices, including that of Caruso. From 1910 to the start of WWI there were other experiments, mostly by amateurs, with broadcasting recorded music, live talks, and performances. During the war, radio was restricted and it wasn’t until 1919 that regular broadcasting stated to take off.
By 1926, commercial radio was well established and networks started to form and go regional and then national. By the end of the 1920s, the Depression reduced advertising rates, but broadcasting continued to extend its programming hours and attract ever larger audiences. By the mid-30s, the economy of broadcasting picked up and programs had evolved into their own genres and niches – comedy, variety, news, sport, soap opera, and so on. By the start of World War II, radio was a massive presence in the home, and a hugely profitable enterprise, even given wartime restrictions.

Formal "broadcasting" is usually considered as beginning on November 2, 1920, when Westinghouse's KDKA-Pittsburgh broadcast the Harding-Cox election returns and inaugurated a daily schedule of programs. Throughout period, broadcasting was on an experimental, non-commercial, amateur basis.
Like the cinema, radio, which paved the way in technologies and content for the next emergent medium, would meet incredible competition in the form of television after the end of the second world war.
Lynn Spigel, “Television in a Family Circle: The Popular Reception of a New Medium”

“The relationship between culture and communications technology is a dialogical one... communication technologies are shaped by the way the culture thinks about them, and in turn can give rise to cultural change.” p. 93.
What Motorola TV means to your family!

To Mom:
It means beauty for her home with Fashion Award cabinet designs...and entertainment all day long!

To Dad:
It means relaxation after work...his favorite sport, the news, vancy shows...lost cost fun at home.

To the Kids:
It means a new world of magic and information...with 3 simple controls they can operate themselves.

To the Older Folks:
It means hours of happiness...without having to be in big, clear, easy-to-hear perfection.

ONLY MOTOROLA GIVES YOU THESE EXCLUSIVE FEATURES...IN FASHION AWARD CABINETS!

GLARE GUARD: The 60th Anniversary Design: The second surface of the Motorola Glass-Guard screen eliminates reflections...out of the viewer's eyes...and annoying room-light reflection...for new side-viewing enjoyment.

NEWEST TV IMPROVEMENT: The second surface of the Motorola Glass-Guard screen eliminates reflections...out of the viewer's eyes...and annoying room-light reflection...for new side-viewing enjoyment.

SPECIFICATIONS: See your Classified Directory for the name of your nearest MOTOROLA DEALER. Specifications subject to change without notice.
OWN A
Motorola
AND YOU KNOW YOU
OWN THE BEST

HOW
TELEVISION
BENEFITS YOUR CHILDREN

Motorola, leader in television, shows how TV can mean better behavior at home and better marks in school!

Home, sweet TV home! Peace! Quiet! No more "curse day star"... with television keeping small by out of mischief... and out of mother's hair. And that's just one of many TV blessings. "Taking away television from children who 'at up' is a punishment that really works," writes an authority on child psychology.

"The way thought of missing some get program turns little boys into blunder. And, incidentally, those favorite programs in the late afternoon are the world's best support for getting truly youngsters home on time."

Sure homework done—promptly! The simple rule. "Homework done—television turns" has solved the problem of thousands of homes... and made children more interested in school work. "Television," says the New York Times, "can be enjoyed in healthy moderation in the same way as sports or music-going, but only the mother and father can make certain this will be the case."

Will television strengthen family ties? Educators, religious and social workers all agree it can be one of the strongest bonds in America for bringing the family together to enjoy good, clean entertainment right in the home. Parents can select their children's "TV diet" from a wide variety of wholesome programs.

Motorola's leadership in inovative design as well as performance is recognized with the 1955 Fickes Academy Gold Medal Award. Typical example of Motorola innovation is the Table Model C76. Clear, crystal TV picture, only 2 simple controls, built-in antenna, price only $175.95. View it at your dealer's along with other beautiful Motorola models from $199.50 to $400.00. Then let a Motorola demonstrate in your home how real TV enjoyment can benefit your own children.

Motorola
TELEVISION
Just after WWII, more than 40 million radios were spread across the United States, but there were barely 45 thousand television, and two thirds of those were in the New York metropolitan area.

In 1946, only one half of one percent of household in the United States owned a television, eight years later, in 1954 more than half owned one.

- 1946 0.5%
- 1954 55%
- 1962 90%
Media and the Great Room

Is the television the bringer of “togetherness,” a way to unify the family after the traumas of the war?
Or does it break us apart because of its “unfamiliar aspect”? 
Everything from Soup

Leave it to Swanson to give you a complete Turkey Dinner like this. Just look at all the good things you get.

Start with Campbell's famous Cream of Tomato Soup. Smooth. Savory.

Then, the main course: Tender turkey, good brown gravy, and Pepperidge Farm dressing. Creamy whipped potatoes. Sweet green peas in seasoned sauce for extra flavor.

The sweet part: Apple crisp. A dish of spiced-up apples with a crispy, crunchy topping. A complete dinner with everything from soup to dessert.

Enjoy all four 3 Course Dinners: Turkey, Salisbury Steak, Beef, and Fried Chicken.

Swanson frozen 3 course dinners
“The history of television style intertwines issues of technology, economics, and aesthetics. No single element explains sufficiently why television looks and sounds the way it does today.” p. 283
TV Style

The Legacy of Radio

Live vs Tape

Desilu’s Great Leap: Lucy, Ricky and Karl Freund

Three camera vs Single camera
  To Laugh Track or not to Laugh Track

Videotape and the Television Montage

Flow vs Zapping
Lucille Ball and cinematographer Karl Freund. 1951
The classic sitcom set-up and entrance
Lucille Ball and Ricky Ricardo, 1951
The I Love Lucy soundstage, 1951
Multicamera setup
Happy News is not new

This is Dave Garroway
And J. Fred Muggs

on the Today show in the 1950s

http://www.youtube.com/watch?v=m7DMQJXIAL4
Raymond Williams
Television: Technology and Cultural Form
(1974)

There has been a significant shift from the concept of sequence as programming to the concept of sequence as flow. P. 89

“What is being offered is not, in older terms, a programme of discrete units with particular insertions, but a planned flow, in which the true series is not the published sequence of programme items but this sequence transformed by another kind of sequence, so that these sequences together compose the real flow; the real ‘broadcasting.’” P. 91
Flow: You’re not a subject watching, you’re an object with eyeballs being sold by broadcasters to advertisers
THE GUIDING LIGHT
The 1940s: All audio, “the theater of the mind”
http://www.youtube.com/watch?v=2dRwVHnv8RM
The 1950s: Still 15 minutes, but now with pictures!
The 1960s: Color and 30 minutes
The 1980s: An Hour of Sex (and Surf)

http://www.youtube.com/watch?v=366qDdlKZsE
The Mary Tyler Moore Show
1970-1977

The first sit-com to feature an unmarried career woman who is happy with her life and not desperate to find a man and leave the workforce.
Mary Richards
Fine with being single
Close with her friends
Happy to be working
Generic Mutation
TV as “the emotional news”
Father Knows Best
1954-1960

[1949-54 radio; only Robert Young continued]
1969-1972
All in the Family
1971-1979
The Cosby Show
1984-1992
Alternative Families

Golden Girls
1985-1992

Seinfeld
1989-1998

Friends
1994-2004

Will & Grace
1998-2006
The Simpsons, 1989 - $\infty$? [This family has outlasted them all]
For next week, I really, really really recommend that you reread

Brian Winston, “The Development of Television,”
Raymond Williams, From “Programming: Distribution and Flow,”
and
Lynn Spigel, “Television in the Family Circle: The Popular Reception of a New Medium”

and read