An Analytical Bibliography of Recent Writings on Mass Media (Particularly Television) That Have Special Significance for Secondary School Teachers of English

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AN ANALYTICAL BIBLIOGRAPHY OF RECENT WRITINGS ON MASS MEDIA (PARTICULARLY TELEVISION) THAT HAVE SPECIAL SIGNIFICANCE FOR SECONDARY SCHOOL TEACHERS OF ENGLISH

A Thesis
Presented to
the Graduate Faculty
Central Washington State College

In Partial Fulfillment
of the Requirements for the Degree
Master of Education

by
Vernal E. Allen
June, 1968
APPROVED FOR THE GRADUATE FACULTY

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CHAPTER I

THE PROBLEM

Introduction to the Problem

There are countless ways television can and should be used as an adjunct to classroom teaching, and it should not be tolerated just because it is here and not likely to go away. It is an art form in its own right, presenting the humanities in a unique way, imposing certain challenges to writers, and certain limitations on them. As such, television deserves serious recognition for the cultural contributions it does make. Our students should have criteria for judging good television just as they have for literature. We, as a profession dedicated to the enrichment of lives through the humanities, are remiss if we neglect this major means of humanizing.

The problem is that there has been no single source to which a classroom teacher of English could turn for information regarding the history and effects of television and ways to use it. Researchers complain that there is no clearing house from which significant findings can be made known, even to those in the field of research. Professional sources have provided little information about ways teachers might use television. Apparently, it will be some time before pertinent information as well as curriculum plans
are available to English teachers in textbooks. Rather than wait for these needs to be filled for them, teachers should take the initiative and utilize the information that is available now.

This analytical bibliography lists works that will provide the necessary background information and, hopefully, the impetus for teachers to start using commercial television to improve their teaching. The items included are those that are the most important on the subject, those that are recent, those that are representative of current writings, or those that are unusual because of the writer's particular experiences or insights.

Some of the writings are based on carefully controlled audience research projects; others are based on the opinions and experiences of experts in different aspects of commercial television; some represent the professional judgments of sociologists, psychologists, and literary critics. Some of the writings are based on history, others on speculative thought, and finally, some are based on the experience of classroom teachers who have stopped bemoaning the demise of culture and have started using television advantageously.
Description of the Parts

The items have been classified into four parts and arranged alphabetically. Part I, General Background of Mass Media, consists of items that are chiefly concerned with the advent of mass media, from the printing press on. Speculations and criticisms about and effects of them are some aspects of this section that will provide perspective and a better understanding for the newest and most controversial of the mass media--television.

Part II, Television and Its Impact, provides the history of the development of television, particularly commercial television, and its impact on American culture. Writings from critics both inside and outside the industry are included, as well as those from social scientists, historians, and teachers.

Part III, The Effects of Television, consists of major reports on the behavioral effects of television, compilations of various other kinds of audience research findings, and other writings that, though unsupportable by data, suggest some possible effects of television. This section will provide the teacher with information about what is now known about the effects of television and will indicate some gaps that need to be filled by further research.

Part IV, Classroom Use of Commercial Television, contains writings that not only suggest practical and
imaginative ways to incorporate television in the classroom, but also provide the rationale for doing so.

**Starring System**

In each of the four parts, I have starred certain items to indicate works that I feel merit particular attention. Some of the starred items (*) are rather general, introductory works or are surveys that will help provide background information about the subject. Others (**) indicate the major works, and others (***) are starred because I believe they should be read by every English teacher.

**Entry Format**

Each item in the bibliography is listed by author, title, and facts of publication. This information is followed by a series of descriptors that describe the contents of the writing. A major topic covered in the work will be represented by a descriptor. Using descriptors to characterize the various writings has allowed me to extract some of the author’s own terms to describe many of the selections, thus enabling me to convey, through the bibliography, some of the characteristics of the writers, ordinarily lost in the usual summarizing of the sentence annotation. Moreover, I feel that the pertinent information is more quickly obtained through the descriptors than it would be if in sentence form. I have made no attempt to evaluate a
selection by means of the descriptors. They merely classify, in random order, the subject matter of the work. The fact that I have included the item is evidence that I consider it significant; otherwise, it would be lost in the stack of the over two hundred rejects.
CHAPTER II

ANALYTICAL BIBLIOGRAPHY

I. GENERAL BACKGROUND OF MASS MEDIA

   Appendices/ Index
   Script/ Print/ History/ Effects/ Medieval Literature/ Reading/ Writing/ Prose/ Translation/ Style/ Criticism/ Nationality/ Language/ Publication/ Circulation/

   Bibliography/ Index
   Mass Media/ Communicators/ Importance/ Perspective/ Growth/ Problems/ Criticisms/ Professions

   Bibliography/ Notes/ Index
   Communications/ Writing/ Importance/ Comparisons/ Types/ Evolution/ Future/ Relationships/ Terminology

   Radio/ Beginnings/ Uses/ Communications Act/ FCC/ Television/ Principles/ History

Mass Culture Critics/ Snobbery/ Incompatible Proposals/ Loss of Utopia/ Gray Uniformity/ Mass Culture


Mass Media/ Criticism/ Need-Creation of Advertising/ Planned Obsolescence/ Social Effects/ Stereotypes/ Programs/ Pressures


Bibliography/ Notes/ Index

Mass Communication/ Agents of Persuasion/ Research Analysis/ Capabilities/ Limitations/ Media Content/ Social Consequences/ Psychological Consequences/ Collected Findings/ Mass Media/ Importance


References

Popular Art/ Controversy/ Artist Dependence/ Mass Media/ Entertainment/ History


Bibliography

Media/ Message/ Hot/ Cold/ Content/ Challenge/ Extensions/ Communication/ Process/ Effects/ Cultural Criticism/ Involvement/ Perception/ Technology Environment/ Tribalization/ Patterns/ Discovery/ Anti-environments/ Fragmentation

Index

Technology/ Humaneness/ Environment/ Innovation/ Proposals/


Indexes/ References

Mass Media/ Role of Communication/ Modern Society/ Relationship/ Contexts/ Media Shortcomings/ Strengths/ Economics/ Industrial Structure/ Social Function/ Audiences/ Media as Informers/ Media as Persuaders/ Media as Entertainers/ Criticism/ Newspapers/ Movies/ Radio/ Television/ Magazines


Mass Culture/ Cause/ Possibilities/ Problems/ Technological Determinism/ Change


Mass Media/ Public Misunderstanding/ Deficiencies of the Masses/ Realities


McLuhan/ Communications Theory/ Television/ Print/ Insights/ Camp/ Pop Philosopher/ Shortcomings/ Contributions

Bibliography

Communication/ Machines/ Development/ Printing Press/ Historical Importance/ Masters/ Modern Media/ Effects/ Functions


Mass Media/ Criticism/ Effect/ Responsibility/ Shortcomings/ Radio/ Movies/ Television/ Problems


Mass Media/ Mass Communication/ Criticism/ Marshall McLuhan/ Methods/ Purpose/ Contributions/ Style

II. TELEVISION AND ITS IMPACT


Index/ Bibliography

Television/ Setting/ Appeal/ Effects/ Influence/ Future/ Compilation


Television/ "Cause"/ Technology/ Middle-class Society/ Leisure Time/ TV Ownership

Communications/ Broadcasting/ Pressure Groups/ FCC Role/ Failures/ Obsolescence/ Problems/ Licensing/ Subservience/ Spectrum Allocation/ Comsat/ Collusion/ Proposals


Television Programs/ Misconceptions/ Admen/ Audience-Counting Charlatans/ Sponsors/ Networks/ Government/ Alternatives/ Economics/ Myths/ Audience-Delivery/ Accommodation


Memoirs/ Commercial TV/ CSB/ Criticisms/ Economics/ Programming/ Pressure Groups/ Proposals/ Licensing


Index

Television/ Embraced/ Protested/ Accommodated/ Programs/ Commercials


Television/ Commercial/ Educational/ Programming/ Relationship/ Audiences/ Resources


References

Mass Culture/ Possibilities/ Television/ National Interest/ Government Responsibility/ Proposals

Index

Television/ Problems/ Criticism/ Controllers/ Regulation/ Economics/ Ratings/ Effects/ Recommendations


Index

Television/ Criticism/ Programming/ Education/ Policy/ Pressures


Index/ Bibliography

Television/ Roles/ Development/ Economics/ Networks/ Organization/ Impact

III. THE EFFECTS OF TELEVISION


Television/ Research/ Compilation/ Schramm/ Himmelweft/ Importance/ Selection/ Viewing Habits


Television/ Research/ Attention/ Perception/ Interpretation/ Effect

Television/ Survey of Research/ Audience/ Viewing/ Effect


Index

Research/ Television/ Audiences/ Programs/ Performers/ Commercials


Appendices/ Bibliography/ Glossary/ Index

Television/ England/ Effects/ Audience Research/ Problems/ Viewers/ Programming/ Taste/ Conflict/ Crime/ Violence/ Values/ Knowledge/ School Performance/ Leisure/ Interests/ Physical/ Family/ Implications


References/ Tables

Mass Media/ Principal Studies/ Major Influences/ Communicator/ Communication/ Medium/ Audience/ Behavioral Change


Television/ Children/ Effects/ Problems in Tracing/ Type of Program/ Harm/ Stimulation/ Reading/ Delinquency/ Aggression/ Imitation/ Cumulative Effects/ Passivity/ Escape/ Total Environment

Research/ Summaries/ Learning/ Materials


Television/ Defense/ Mass Man/ Manipulation/ Disillusionment/ Illusions/ Conformism/ Would-be Intellectuals/ Vicarious Gratifications


Appendices/ Annotated Bibliography/ Index

Television/ Effects/ Research/ Analysis/ Uses/ Changes/ Learning/ Reality/ Social Relationships/ Values/ Violence/ Suppositions/ Proposals


Mass Media/ Television/ Roles/ Responsibilities


Notes/ Tables

Television/ Research/ Audience/ Taste/ Leisure/ Family/ Content/ Commercials
IV. CLASSROOM USE OF COMMERCIAL TELEVISION

Teaching/ Shakespeare/ Films/ Filmstrips/ Recordings/ Plays/ Shakespeare's Age

Teaching/ Public Television/ Possibilities/ Present System/ Proposals/ Promise/ Costs/ Statistics

Film Study/ Importance/ Methods/ Syllabus

Teaching/ Literature/ Oedipus Films/ Use/ Criticism/ Film Responsibility

Television/ Teaching/ Enrichment/ Problems/ Televised Lessons/ Roles/ Reactions/ Effects/ Evaluation

Television/ Teaching/ Value Judgments/ Developing Literary Judgments/ Reviewers/ Columnists/ Interpretive Critics/ Importance/ Suggestions

Television/ Teaching/ Students/ Possibilities/ Home-Viewing/ Reinforcement/ Application in Classroom/ Literature/ Fallacies/ Commercial Pressures


Teaching/ Film Usage/ Criticism/ Suggestions/ Film Sources


Mass Media/ Teaching/ Integration of Social Studies and English/ McLuhan/ Technology/ Cultural Provincialism/ Relevancy/ Re-Programming/ Ecological Approach/ Humanities


Teaching/ Educational Values/ Criticism/ Mass-Media/ Effect/ Proposals/ Humanization


Anglo-American Seminar/ Teaching of English/ Mass Media/ Television/ Importance/ Teacher Attitudes/ Discrimination/ School Use/ Marshall McLuhan/ Benjamin DeMott/ Walter Ong/ The Press/ Propaganda/ Advertising/ Myth/ Communal Sentiments/ "Demythologizing"/ Technological Aids


English Curriculum/ Inadequacies/ Proposals/ Mass Media/ Television/ Newspapers/ Magazines/ Drawbacks

Teaching/ Motion Picture Course/ Rationale/ Film Utilization/ Composition/ Team Teaching/ Lay Readers/ Plan/ Results


Teaching/ Television/ Literary Characteristics/ Analogous Forms, Purposes/ Medium Limitations/ Medium Contributions/ Literature/ Rationale


Teaching/ Television/ Literature/ Language/ Suggestions/ Limitations


Teaching/ Film Extracts/ Purposes/ Methods/ Sources/ Television


Humanities Course/ Rationale/ Plan/ Team Teaching/ Syllabus/ Films/ Film Strips/ Books


Television/ Cultural Force/ Teaching/ Discrimination/ Need/ Critical Viewing/ The Western/ Formula/ Appeal/ Influence

UNESCO/ Conference/ Film/ Television/ Appreciation/ Progress/ Entertainment Film/ Europe/ Materials/ Screen Education/ British/ United States/ Need


Teaching/ War/ Teacher Responsibility/ Films/ Rationale/ Plans/ Possibilities


Television/ Teaching/ Patterns/ Comparisons/ Literature


Teaching/ Literature/ Humanities/ Necessity/ Alternatives/ Function of Criticism/ Value of Literature


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