

GET WITH THE PROGRAM!

From the 1920's to 1960's, radio, television and cinema worked in unison to establish a "national unity culture" in order to motivate society to support wide ranging national causes and concerns.

WITH THE INVENTION OF THE VACUUM TUBE IN 1904, A NEW PERIOD OF COMMUNICATIONS HAD USHERED IN, WHICH WAS INTEGRAL TO THE DEVELOPMENT OF RADIO, TELEVISION AND FILM.

RADIO

News stories and news coverage promoted a mentality and philosophy that supported government initiatives and the wartime efforts of the American troops.

Radio programs brought families together in a daily or weekly format that introduced a new structure and repetition to American life.

TV

Prime time television created a new normal for society, which occurred on a daily basis. It united the country by bringing the masses together at the same time each day for news, programming and entertainment.

Television shows introduced mainstream ideas and customs to the public. Influential shows such as "Leave it to Beaver" featured a storyline involving a typical nuclear family and their day to day life experiences.

CINEMA

The patriotic wartime films of the 1940's pulled at the heartstrings of the audiences by appealing to their emotions and invoked feelings of patriotism for the American troops in the hearts and minds of the viewers.

Films such as "Reefer Madness" influenced public perception of drug usage, and created an idea of stigmatization for users of illegal drugs such as marijuana.

THEORY

The vacuum tube, which was originally used for communications between two parties, such as the telephone, was now providing news and facts. It was being used to entertain and now influence human behavior and values. This illustrates uses and gratifications theory through the idea of using technology in new and different ways than it was originally intended to be used.

Magic Bullet Theory

This theory states that media has predictable and direct influence over its audiences and their opinions and behaviors.

In America, this influence could be seen in advertising, military propaganda and in the programs of prime time television.

Mass communications could finally reach millions.

