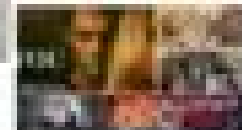
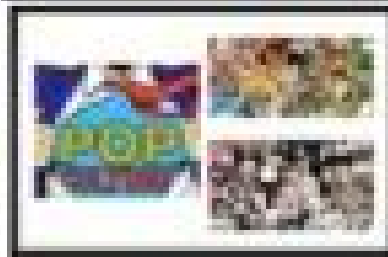


# Popular Culture

## The Rise of Television



- **Mass media:** means of \_\_\_\_\_ that reach large \_\_\_\_\_
- \_\_\_\_\_ first widely available \_\_\_\_\_; in almost \_\_\_\_\_ of homes in \_\_\_\_\_
- **Federal Communications Commission (FCC):** government agency that \_\_\_\_\_ and \_\_\_\_\_, telegraph, \_\_\_\_\_ and other communications industries.

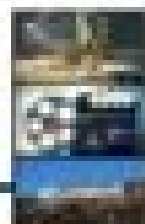


## The Rise of Television

- By 1950, FCC allows \_\_\_\_\_ to broadcast.
- Programs: \_\_\_\_\_, dramas, variety shows, \_\_\_\_\_
- \_\_\_\_\_ influenced the \_\_\_\_\_ industry. Advertising expenditures go from \$\_\_\_\_\_ in 1950 to nearly \$\_\_\_\_\_ in 1960.
- Lifestyle changes: \_\_\_\_\_ is popular magazine; TV sitcoms.

## Radio and Movies

- Television cuts into \_\_\_\_\_ and \_\_\_\_\_ industry.
- Radio turns to local news, \_\_\_\_\_, music, community affairs.
- Movies capitalize on \_\_\_\_\_ color, \_\_\_\_\_ advantages.
- The movie industry tried novelty features such as:
  - a. Small-O-Vision
  - a. Three-dimensional images



## Stereotypes and Guidelines

- \_\_\_\_\_ and \_\_\_\_\_ on TV are \_\_\_\_\_, few blacks and Latinos.
- 1950s TV idealized white America and omits references to \_\_\_\_\_ and \_\_\_\_\_ movements.
- Westerns \_\_\_\_\_ historical frontier conflicts.
- Raise concerns about effect of \_\_\_\_\_ on children.

# Popular Culture Guided Answers

**Lei Huang**

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