

Entertainment,
Education and the Hard
Sell: Three Decades of
Network Children's
Television

Turow, Joseph

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Entertainment Education And The Hard Sell Three Decades Of Network Childrens Television

Robert W. Morrow



Entertainment Education And The Hard Sell Three Decades Of Network Childrens Television:

Entertainment, Education, and the Hard Sell Joseph Turow, 1981 Entertainment, Education, and the Hard Sell Joseph Turow, 1981 The Children's Television Community J. Alison Bryant, 2014-04-08 This volume presents an analysis of the children's television community the organizations major players and approaches to programming and offers an overview of the history current state and future of children's TV The Children's Television Community is highly informative for educators industry professionals and practitioners in media developmental psychology and education Leonard Bernstein and His Young People's Concerts Alicia Kopfstien-Penk, 2015-01-22 Leonard Bernstein touched millions of lives as composer conductor teacher and activist He frequently visited homes around the world through the medium of television particularly through his fifty three award winning Young People's Concerts 1958 1972 which at their height were seen by nearly ten million in over forty countries Originally designed for young viewers but equally attractive to eager adults Bernstein's brilliance as a teacher shined brightly in his televised presentations And yet despite the light touch of the maestro the innocence of his audience and the joyousness of each show's topic the turbulence of the times would peek through In this first in depth look at the series Alicia Kopfstien Penk's Leonard Bernstein and His Young People's Concerts illustrates how the cultural social political and musical upheavals of the long sixties impacted Bernstein's life and his Young People's Concerts Responding to trends in corporate sponsorship censorship and arts programming from the Golden Age of Television into the 1970s the Young People's Concerts would show the impact of and reflect the social and cultural politics of the Cold War Vietnam the Civil Rights and Women's Movements and the Counterculture Bernstein cheerfully bridged classical and popular tastes juxtaposing the Beatles with Mozart even as he offered personal televised pleas for peace and unity At the same time the concerts reflect Bernstein's troubled relationship as a professional musician with the dominance of atonality and his quest to nurture American music Anyone who enjoys the oeuvre of Leonard Bernstein has watched his Young People's Concerts or is passionate about the history of the long sixties will find in Leonard Bernstein and His Young People's Concerts a story of all three captured in this monumental study Communication Yearbooks Vols 6-33 Set Various, 2021-12-02 The Communication Yearbook annuals originally published between 1977 and 2009 publish diverse state of the discipline literature reviews that advance knowledge and understanding of communication systems processes and impacts across the discipline Topics dealt with include Communication as Process Research Methodology in Communication Communication Effects Taxonomy of Communication and European Communication Theory Information Systems Division Mass Communication Research Mapping the Domain of Intercultural Communication Public Relations Feminist Scholarship Communication Law and Policy Visual Communication Communication and Cross Sex Friendships Across the Life Cycle Television Programming and Sex Stereotyping InterCultural Communication Training Leadership and Relationships Media Performance Assessment Cognitive Approaches to

Communication *"Sesame Street" and the Reform of Children's Television* Robert W. Morrow, 2008-12-08 An accessible well researched introduction to the people and principles behind the show s creation Essential Choice An Outstanding Academic Title of the Year By the late 1960s more than a few critics of American culture groused about the condition of television programming and in particular the quality and content of television shows for children In the eyes of the reform minded commercial television crassly exploited young viewers its violence and tastelessness served no higher purpose than the bottom line The Children s Television Workshop CTW and its fresh approach to writing and producing programs for kids emerged from this growing concern Sesame Street CTW s flagship hour long show aimed to demonstrate how television could help all preschoolers including low income urban children prepare for first grade In this engaging study Robert W Morrow explores the origins and inner workings of CTW how the workshop in New York scripted and designed Sesame Street and how the show became both a model for network television and a thorn in its side Through extensive archival research and a systematic study of sample programs from Sesame Street s first ten seasons Morrow tells the story of Sesame Street s creation the ideas techniques organization and funding behind it its place in public discourse and its ultimate and unfortunate failure as an agent of commercial television reform An insightful look at American children s television Library Journal

Kids' Stuff Gary Cross, 1999-11-15 To sort out who s who and what s what in the enchanting vexing world of Barbies R and Ninja Turtles R Tinkertoys R and teddy bears is to begin to see what s become of childhood in America It is this changing world and what it unveils about our values that Gary Cross explores in Kids Stuff a revealing look into the meaning of American toys through this century Early in the 1900s toys reflected parents ideas about children and their futures Erector sets introduced boys to a realm of business and technology while baby dolls anticipated motherhood and building blocks honed the fine motor skills of the youngest children Kids Stuff chronicles the transformation that occurred as the interests and intentions of parents children and the toy industry gradually diverged starting in the 1930s when toymakers marketing playthings inspired by popular favorites like Shirley Temple and Buck Rogers began to appeal directly to the young TV advertising blockbuster films like Star Wars R and Saturday morning cartoons exploited their youthful audience in new and audacious ways Meanwhile powerful social and economic forces were transforming the nature of play in American society Cross offers a richly textured account of a culture in which erector sets and baby dolls are no longer alone in preparing children for the future and in which the toys that now crowd the racks are as perplexing for parents as they are beguiling for little boys and girls Whether we want our children to be high achievers in a competitive world or playful and free from the worries of adult life the toy store confronts us with many choices What does the endless array of action figures and fashion dolls mean Are children or parents the dupes of the film television and toy industries with their latest fads and fantasies What does this say about our time and what does it bode for our future Tapping a vein of rich cultural history Kids Stuff exposes the serious business behind a century of playthings

Encyclopedia of Television Horace

Newcomb,2014-02-03 The Encyclopedia of Television second edition is the first major reference work to provide description history analysis and information on more than 1100 subjects related to television in its international context For a full list of entries contributors and more visit the Encyclo pedia of Television 2nd edition website **Handbook of Children and the Media** Dorothy G. Singer,Jerome L. Singer,2012 Handbook of Children and the Media brings together the best known scholars from around the world to summarize the current scope of the research in this field *Genre and Television* Jason Mittell,2013-05-13 Genre and Television proposes a new understanding of television genres as cultural categories offering a set of in depth historical and critical examinations to explore five key aspects of television genre history industry audience text and genre mixing Drawing on well known television programs from Dragnet to The Simpsons this book provides a new model of genre historiography and illustrates how genres are at work within nearly every facet of television from policy decisions to production techniques to audience practices Ultimately the book argues that through analyzing how television genre operates as a cultural practice we can better comprehend how television actively shapes our social world *Children and Television* Gordon L. Berry,Joy Keiko Asamen,1993-05-25 The main focus of this book is to identify the social and cultural impact of television on the psychosocial development of children growing up in a constantly changing multicultural society The book analyzes major media organizations and projects policies practices and research directions for the future **The Handbook of Children, Media, and Development** Sandra L. Calvert,Barbara J. Wilson,2010-12-13 The Handbook of Children Media and Development brings together an interdisciplinary group of experts in the fields of developmental psychology developmental science communication and medicine to provide an authoritative comprehensive look at the empirical research on media and media policies within the field 25 newly commissioned essays bring new research to the forefront especially on digital media developmental research and public policy debates Includes helpful introductions to each section a theoretical overview of the field and a final chapter that offers a vision of future research Contributors include key international authorities in the field Children, Adolescents, and the Media Victor C. Strasburger,Barbara J. Wilson,Amy B. Jordan,2009 Up to date and case study laden analysis of how children and adolescents interact with the media *The Cute and the Cool* Gary Cross,2004-04-01 The twentieth century was by any reckoning the age of the child in America Today we pay homage at the altar of childhood heaping endless goods on the young reveling in memories of a more innocent time and finding solace in the softly backlit memories of our earliest years We are the proclamation goes just big kids at heart And accordingly we delight in prolonging and inflating the childhood experiences of our offspring In images of the naughty but nice Buster Brown and the coquettish but sweet Shirley Temple Americans at mid century offered up a fantastic world of treats toys and stories creating a new image of the child as cute Holidays such as Christmas and Halloween became blockbuster affairs vehicles to fuel the bedazzled and wondrous innocence of the adorable child All this Gary Cross illustrates reflected the preoccupations of a more gentle and affluent culture but it also served to liberate adults from their rational and

often tedious worlds of work and responsibility But trouble soon entered paradise The cute turned into cool as children following their parental example embraced the gift of fantasy and unrestrained desire to rebel against the saccharine excesses of wondrous innocence in deliberate pursuit of the anti cute Movies comic books and video games beckoned to children with the allures of an often violent sexualized and increasingly harsh worldview Unwitting and resistant accomplices to this commercial transformation of childhood adults sought over and over again in repeated and predictable cycles to rein in these threats in a largely futile jeremiad to preserve the old order Thus the cute child deliberately manufactured and cultivated has ironically fostered a profoundly troubled ambivalence toward youth and child rearing today Expertly weaving his way through the cultural artifacts commercial currents and parenting anxieties of the previous century Gary Cross offers a vibrant and entirely fresh portrait of the forces that have defined American childhood *Resources in Education* ,1982

America Toons In David Perlmutter,2014-04-01 Animation has been part of television since the start of the medium but it has rarely received unbiased recognition from media scholars More often it has been ridiculed for supposedly poor technical quality accused of trafficking in violence aimed at children and neglected for indulging in vulgar behavior These accusations are often made categorically out of prejudice or ignorance with little attempt to understand the importance of each program on its own terms This book takes a serious look at the whole genre of television animation from the early themes and practices through the evolution of the art to the present day Examining the productions of individual studios and producers the author establishes a means of understanding their work in new ways at the same time discussing the ways in which the genre has often been unfairly marginalized by critics and how especially in recent years producers have both challenged and embraced this marginality as a vital part of their work By taking seriously something often thought to be frivolous the book provides a framework for understanding the persistent presence of television animation in the American media and how surprisingly influential it has been **An Analysis of Thinking and Research About Qualitative**

Methods W. James Potter,2013-11-05 Written for social science scholars who want to learn more about the qualitative way of thinking this book addresses the full continuum of issues about the qualitative methodologies At one end of that continuum are the deeply philosophical concerns of ontology and epistemology At the other concrete end of that continuum are the practical issues of what is considered evidence How does one go about gathering evidence Where when and how does one analyze evidence What are the alternative ways of dealing with tone and voice in writing qualitative research The attention to practical concrete issues makes this book useful as a handbook providing a great deal of vital information to scholars who want a guide to making decisions as they navigate their research questions through the qualitative realm Uniquely qualified to write such a book Potter has earned PhDs in both qualitative methods with a concentration in linguistics and field studies and in quantitative methods with a concentration in social science theory and statistics The book is not an ideological argument that glorifies one system of thinking while attempting to persuade the reader that other systems of thinking are

bankrupt Rather the book presents a respectful balanced analysis of the strengths and weaknesses of the qualitative approach The book builds to a controversial final chapter entitled Is Convergence a Possibility in which Potter synthesizes a conclusion from his analysis of a wide range of qualitative studies across three broad topic areas text focused research audience focused research and institution focused research and across seven major qualitative methodologies ethnography ethnomethodology reception study ecological psychology symbolic interactionism cultural studies and textual analysis His conclusion is that not only is there a possibility of a convergence between qualitative and quantitative approaches but that the convergence has already happened The book includes an appendix in which 95 books and articles using the qualitative approach are abstracted and analyzed to illustrate key points of methodology and methods It also includes subject and author indexes

Children and Television Michael E. Manley-Casimir, Carmen Luke, 1987-10-05 Since the mid 1970s a shift in perspective has occurred on the relationship between TV and young viewers Researchers parents teachers policymakers and consumer advocate groups have shown increased criticism of television's role as social educator babysitter agent for mass consumer socialization and perpetrator of questionable social values morals and mythical human behaviors Educators interested in understanding the complex and wide ranging controversies about the influence of television on children will find much in this edited collection to clarify their understanding of the empirical research educational practice and national policy issues raised by the relationship between TV and children The empirical and theoretical studies in Part I explore the interactive relationship between TV and the child viewer In opposition to the widely held view that the child is a passive recipient of TV information these studies show that children's background knowledge and their cognitive and experimental skills influence how they interpret TV content symbolic form and ultimately its influence on what kind of learning takes place The effects of reciprocal relationships of TV violence commercial advertising and reading ability are investigated in other chapters in this section Part II moves to practical educational questions and presents approaches to curriculum design for the teaching of critical and literate viewing skills Innovative curricula based on principles of liberal education which encourage active and critical viewing are spelled out in detail Part III compares the policies of governments in industrialized nations in assuring the quality of children's television An annotated list of studies and position papers published from 1975 to 1983 concludes this work

Digital Youth with Disabilities Meryl Alper, 2014-11-07 An examination of media and technology use by school aged youth with disabilities with an emphasis on media use at home Most research on media use by young people with disabilities focuses on the therapeutic and rehabilitative uses of technology less attention has been paid to their day to day encounters with media and technology the mundane sometimes pleasurable and sometimes frustrating experiences of hanging out messing around and geeking out In this report Meryl Alper attempts to repair this omission examining how school aged children with disabilities use media for social and recreational purposes with a focus on media use at home In doing so she reframes common assumptions about the relationship between young people with disabilities

and technology and she points to areas for further study into the role of new media in the lives of these young people their parents and their caregivers Alper considers the notion of screen time and its inapplicability in certain cases when for example an iPad is a child's primary mode of communication She looks at how young people with various disabilities use media to socialize with caregivers siblings and friends looking more closely at the stereotype of the socially isolated young person with disabilities And she examines issues encountered by parents in selecting purchasing and managing media for youth with such specific disabilities as ADHD and autism She considers not only children's individual preferences and needs but also external factors including the limits of existing platforms content and age standards

Enjoying the Song of Term: An Mental Symphony within **Entertainment Education And The Hard Sell Three Decades Of Network Childrens Television**

In some sort of consumed by monitors and the ceaseless chatter of quick communication, the melodic splendor and mental symphony developed by the prepared word frequently disappear in to the backdrop, eclipsed by the constant sound and disturbances that permeate our lives. But, located within the pages of **Entertainment Education And The Hard Sell Three Decades Of Network Childrens Television** a stunning fictional prize overflowing with natural feelings, lies an immersive symphony waiting to be embraced. Crafted by a wonderful composer of language, this captivating masterpiece conducts readers on a mental trip, skillfully unraveling the concealed songs and profound influence resonating within each carefully crafted phrase. Within the depths of the moving assessment, we shall explore the book is key harmonies, analyze their enthralling writing type, and submit ourselves to the profound resonance that echoes in the depths of readers souls.

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