

## HISTORICAL DUBS

Dallas Smythe, CMNS 130

Lecture	Date	Brief
1	16-Jan-79	MISSING
2	18-Jan-79	MISSING
3	23-Jan-79	<b>MARKETING AND AUDIENCE POWER</b> Audience power: What function does the mass media perform for the capitalist system? Production of consciousness. Mass media legitimates. What's the principal product under monopoly capitalism? Production of audience power. Advertising; the bottom line of corporations; marketing to women; branding; socializing of the consumer; revisit needs and false needs; marketing, dumping and profits - "No Name" brand; Question for Smythe about a "better" system than capitalism.
4	25-Jan-79	<b>CONSCIOUSNESS INDUSTRY AND THE "FREE LUNCH"</b> Do audience members work? Consumer decisions, "free lunch"; Why do audiences pay attention to mass media? How do advertiser know what their getting when they buy audiences? Audience power produced by advertisers for product suppliers; promotion of mass media in education institutions; news syndication; conciousness industry and exploitation of collective conciousness; merchandising including politicians as commodity.
5	30-Jan-79	MISSING
6	01-Feb-79	<b>BUSINESSES AND THE ECONOMIC SYSTEM</b> The sequence of actions and events in connection with the production of consumer goods under the condition of capitalism..it begins and ends with the marketing of things to audiences; Analysis of the way the economic system operates explained with the example of a hot dog stand business: totality of systems of corporations including military products, concerns of overhead costs, profit margins and cutthroat pricing bind, solution of branding...question on depreciation; 3 characteristics of major corporation: (1) "democratic process" of public ownership (stocks), proxy statement voting system, appointments and elections; (2) management is self-perpetuating; (3) attempts to be financially independant; corporations are interested in short term gain; central ideas in accounting and the monopoly of capitalism; integration of corporations in vertically and/or horizontal mergers.
7	06-Feb-79	<b>MONOPOLIES AND BIG BUSINESSES</b> consumer versus producer goods; big businesses and the botttomline; antitrust, price stabilizing devices: associations, governing bodies, conspiracies to fixed prices; introduction to elementary economics: consumer goods and consumption expenditure, risk are for small businesses not large, income payments, investments and savings, value in security, depreciation reserves and undistributed profit; consumer credit and debt, banks and bank failures.
7B	05-Feb-80	Branding; death of small companies; Co-optation, counterculture (commodification of style); capitalism (free enterprise) now substituted with monopoly capitalism; producer's goods versus consumer's goods, and advertising; "stag-inflation"; Keynesian theory; monopoly capitalist system, investment and surplus.
8	08-Feb-79	<b>THE SYSTEM BEHIND THE MASS MEDIA</b> The system behind the mass media; Aggregate of activity of business enterprises and people; Domination of big corporations; Investment versus savings and impact on economy; Government in relation to mass media and corporations; function of taxes; military as pump-priming device for economy; international flow, ties and value of money; domestic market influence; foreign trade; Consumer goods and maximizing profits; reconstruction of media system in US to allow for extreme profits and dumping.

- 9 13-Feb-79 TELECOMMUNICATION INVENTIONS AND THE WORLD  
Telecommunication inventions; purpose of these inventions is to mass market products; Expansion of consumer goods industry and advertising post-WW2; Canada's dependancy on US; Relationship between developed countries especially Britain, US and Canada; US and foreign media ownership; corporate networks; freeflow of information ordered by UNESCO; Corporation as a legal person; middleclass markets; standard of living and needs; newspaper industry.
- 9B 07-Feb-80 OLYMPIC GAMES in Moscow: purpose of first modern Olympic games was to recruit and train soldiers for war; political consequences of sending athletes to Olympics - to approve or disapprove soviet actions; free lunch, cultivating consciousness in gossips about celebrity athletes,
- 10 15-Feb-79 NEEDS and COMMODITIZED NEEDS  
Commodity needs and the exploitation by the consciousness industry; theocratic revolution of Iran: surveillance technology is powerless against citizen's protest; Who is in control? Commodities or people? Examples from China of 2-way TV and transportation; road between Capitalism and Communism, and Karl Marx; the Milgram test and psychological experiments on authoritative direction, as the basis of elite power.
- 11 20-Feb-79 INFLUENCES ON CANADIAN POLICY  
Announcements until 8.5 minutes. Canada has always been a colony; many Asian immigrants although WASPS dominate; migration of US Tories into Canada; American ideology in Canadian policy; British Portfolio Capital (loans, bonds and debts) versus American Direct Investment; Administration communication theory v. dialectical/realistic approach (critical); public versus private ownership; Canadian autonomy including French Canada; Canadian systems were modeled under US system; US relations and structure of media ownership; national newspapers; patterns of ownership; Policed state such as Iran; power of consciousness industry over civilian empowerment; people unite under attack. Questions related to exam.
- 12 22-Feb-79 MIDTERM EXAM
- 13 26-Feb-80 PUBLIC OPINION AND THE ADVENT OF MASS COMMUNICATIONS  
Review of audience and the political economic system, addresses pessimism and the study of political economy; reads testimony given from a US joint committee from the heads of public opinion organizations, on the public opinion of government and Watergate; Canadian identity, autonomy and public opinion, differentiation of nation and state/country, example from the Red Scare; Communication and Canadian dependancy and control of its destiny; Control of communication is control of political power, history of communication is the history of human relations; Advent of printing and control of mass communication and power; news markets to be developed and were developed; relations between media owners and government; the Mass Media began has been a monopoly and has returned to that; the press has always been controlled (Crown, political parties, and then advertisers), it has never been controlled by audiences.
- 14 28-Feb-80 NEWSPAPER INDUSTRY AND THE "FREE LUNCH"  
Read Canadian article parallel to last lecture's on public opinion on government, Canada v USA; voting system; Selection of news and the free lunch: example from non-mass media church publication on Guatemala and government repression: corporate influence a nations' policies, action against labour unions, deaths and assassination; undifferentiated roles of mass media; quid quo pro of press and government; decentralized book industry as a test for monopoly: factors of production and process of marketing and retailing... all processes are distributed; de/centralization: contrast between newspapers and book publishers; centralized production of news leads to monopoly; magazine publishing model: decentralized production; centralized distribution; history of Canadian newspaper industry.

- 15 04-Mar-80 NEWSPAPER AND MAGAZINE INDUSTRY  
Announcement: Betty Zimmerman, Canadian Representative on UNESCO Commission on the free flow of information and the "Third World". Secondly, expresses support and help with midterm results (exam questions at 4m15s). Lecture begins at 8m mark.
- Newspaper Industry: 30% of advertising revenue thus they are the largest audience producers; most or tied for profitability with TV; newspaper shortchanges public: publicly funded education of journalists work for news corporation; delivery workers are paid below minimum wage; freelancers, international correspondents, and the conflicts of local policies and news interests resulted in selected news; newswire services; UNESCO is taking affirmative action to address news coverage issues in developing countries, e.g. Non-Aligned News Pool. Magazine Industry in Canada: Suffers from invasion of American magazines and control by American distributors; retailer's margin is 20% of books and 40% of paperbacks; 2 US firms control most of Canadian books, magazines, etc.; International Postage Treaty, allowing Americans to keep most of its revenues from magazine circulation inside the country and Canada post uses tax dollars to deliver magazines.
- 16 08-Mar-80 BOOK INDUSTRY  
wag the dog; bids and contract via connections; politics of authors and the book publishing industry; history of the book industry in World War 2; ownership of book publishers and vertical integration: communications and aerospace corporations bought out many US publishing companies; difficulties and pressures of being a small publisher in Canada and gave ironic personal example of publishing his book (40m); textbook publishing and the economy of scale...most textbooks are published outside of Canada therefore content is edited with foreign perspective - national identity?
- 17 11-Mar-80 MOTION PICTURE INDUSTRY  
Reads from London Illustrated News 1852 article as example of conflict of interests.  
The Cinema: How do you define the product of the motion picture industry? theatres v home: collective atmosphere, infectious emotions versus glimpsing; why advertising stayed away from theatre films? TV produces a variety of audiences for advertisers; historical structure of the motion picture industry: big 5 producing companies.
- 18 13-Mar-80 MOTION PICTURE INDUSTRY II  
American motion picture producers have always consider Canada as part of their market; oligopoly, Paramount and horizontal integration of Canada's first-run theatre; NFB has been fenced off from producing feature-length films; American lobbyists and distribution control of the market; advertising of film by word of mouth; 102 countries in the world have control over import of films; government control over distribution and market; identity crisis of Canadian locations; the Hollywood formula; questions on film industry in Canada and USA
- 19 18-Mar-80 RADIO SPECTRUM AND SATELLITE COMMUNICATION  
School of Communication does not recognize radio as a natural resource; radio spectrum is needed for television broadcasting, AM and FM radio, satellites, international telephone and telegraph, emergency services, commercial buses and trucks and taxi cabs; radio spectrum is a world property and cannot be owned by nations or businesses; 5 social-economic characteristics of the radio spectrum: (1) it allows sharing of information, two-way information is duplicated thus a genuine sharing of information at the speed of electricity, unlike broadcasting, requires cooperation for it to function; (2) it requires sharing and international cooperation, thus international treaties developed to standardize; (3) it is non-depletable and is self-renewing (discusses spectrum pollution); (4) it is strictly controlled because the radio spectrum is closely tied to national sovereignty; (5) it must be define in probability. Lectures on physical characteristics of the radio spectrum: electric and magnetic forces and the 3 dimensions of the radio spectrum.
- 20 20-Mar-80 THE PHYSICS OF THE RADIO SPECTRUM  
Physics of radio signals; standards of transmissions and compatibility of receivers; interference, co-channel and adjacent; antidote of a man receiving radio station content via his tooth.

- 21 25-Mar-80 RADIO SPECTRUM  
Allocation of frequencies and its 3 stages: (1) assigning bands to classes of users, (2) co-channel and adjacent channel interference, and (3) assignment of frequency; requires international cooperation in regulation when most of the world is focused on the local; management of non-broadcast, unintentional radio frequencies; military are primary users, national defense factories become manufacturing of TVs and radio receivers, telecommunications; international conferences for radio, ITU, poorer countries have most votes; fight for control and power of ITU.
- 21B 21-Mar-79 slavery; formalizations of services (including transportation; British trade and nation-states, evolution of mature capitalist states: from controlled capitalism and protectionism to free trade and monopolistic capitalism; US's rise to power post-WW2, financial and power to fight socialism; UNESCO;
- 22 27-Mar-80 RADIO SPECTRUM AND TELECOMMUNICATIONS  
Radio Spectrum. Administration of Radio Spectrum; organizational committees  
Telecommunications in Canada. Canada was always geographically part of it: Trans Pacific cable, Trans Atlantic cable; Telephone: Bell Canada, BC Tel; monopolies and its history; development of corporation; Common Carriers Doctrine, discrimination, obsolete technology and BC Tel; private judgment for public; idea of unregulated monopolies for customer accountability; Trudeau against nationalizing BC Tel.
- 23 01-Apr-80 ANALYSIS OF BROADCASTING TV AND RADIO  
"Birds of Pay" (CBC TV); Purpose of this lecture is to gain an understanding of the geography/topography of broadcasting TV and radio; Development of Broadcasting: patents and market shares, the British and American fight over the Canadian market, British ideology against advertising as "...culture is too important to be vulgarized" and interest in preserving class structure, American's believes in sensationalism and vulgarity to attract a conservative middleclass (e.g. yellow journalism, Primo cigars), going to the extreme, direct and indirect advertising, violence, controversy over sex and pornography. Broadcast facsimile: Aird Commissions; attack on churches; Canadian struggle to protect autonomy from US and Britain; Canadian Radio League opposed advertising; Canadian newspaper's editorials supported the Radio League; news management; quote Graham Spry's testimony before parliamentary committee in 1932, "the issues is us or the United States...we want to be Canadian and to do that we have to keep them out,"; Consciousness industry, post-World War II: Patent were affirmed,
- 24 03-Apr-80 CBC AND POLITICAL ECONOMY OF TECHNICAL INNOVATIONS  
Response to comments from students about impact on lifestyle in becoming conscious of branding and advertising  
CBC Radio and the good and bad: cultural developments, support for the war effort, underfunded and insufficient authority; private sector over public; contrast with BBC, who has 30 years of support  
Political economy of technical innovations, post World War II: 1) black and white TV, 2) colour TV, 3) AM/FM radio, and 4) facsimilie.  
Facsimilie no patent incentive, broadcast facsimilie, Teledon as an example of "...incessant capitalization of people's leisure time in the interest of consciousness industry". TV and the political economy between black and white versus colour market; superior Eurovision TV standard and American standard, Canada selected American, protection of Canadian culture, Canada and the TV road; public subsidy for commercial programs; American programming on CBC English Primetime.
- 25 08-Apr-80 GLOBALIZATION  
Complex structures of institutions and policies connected with transnationals, CBC; export market and program dumping; examples of Mork and Mindy; consciousness industry around the world; the Overcapitalization of Communications in Canada: growth and structure of cable and broadcasting systems, satellites and expansion into space, telephone systems, competition and usership, motion pictures; illegal reception of broadcast signals or "free lunch"; the bypass of advertising; Consumer film (video) tapes, bootleg copies as new industry; redundancy of broadcast, pay TV and monopoly, especially sporting events.

- 26 10-Apr-80 THE NEWS AND PUBLIC OPINION  
Managing the NEWS and the "free lunch": function of the mass media is to set public's agenda; structure of commercials; example of Iran and hostage situation in the news; framing of news; "News are an exercise of propaganda..."; "Insignificant national and international issues...the mass media's opinions and content become practically a substitute for public opinion. News becomes a surrogate of public opinion"; Media is not allowed to interview POWs because of the Stockholm syndrome (hostage likes the kidnapper or brainwashing); of all developed nations, US has the strongest control over media; easier to control international news; How does the news get managed? example of foreign policy, Bay of Pigs.
- N/A 20-Nov-80 Guest lecture by ALLISTER PETERSON, spectrum technician for the government of Canada.