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Lecture: 'Why America Can't Think Straight About Race' (Even with a Black President)

The perceptions of race have changed in time beyond the notion of persons such as WEB Dubois whom referred to race as 'a biological category which does not exist.' Today, Professor Jhally recognizes race as the differences in hair, skin and bone common to the human species. He denotes it as a 'psychological construct' inside our heads and the 'socio-economic' construct outside our heads. I add that is liken a profiling self-generated tool.

However, the primary consideration for this lecture is delving into the relationship between the two concepts of race and furthering his conversation onto the identifying five 'race influencers'. These influencers are:

1. Wealth, income, and employment
2. Housing [2008 financial crisis stems from the subprime mortgage market]
3. Education as relative to health, resources, staff
4. Criminal Justice and incarceration rates, prison population and the disgraceful understanding
5. The Ghetto or Inner City as they became occupied with police officers, out of wedlock births, filled with violent crimes as a cultural disaster area

Professor Jhally allows for our discovering and disclosing the truth of our persons through the socio-economic organizations of society in use of stories that exist in our culture on hair, skin, and bone genuine meaning. Media is an influencer as we learn stories of the world . These stories are in three categories. The first 'blackness', is grounded in crime, violence, welfare, and degeneracy. It is 'Real Television or shows such as The Wire' which depict the violence and poverty stricken flight of Afro American culture from our cities. Our second set of stories is the 'black affluence and of our cultural successes'. Here we've seen The Cosby Show of 1984 sense of accomplished professionals and the dynamic of a functional family of color. Our ascending well into the White House with then President Obama, his administration and the Obama race speech: A More Perfect Union March 18, 2008 have become symbolic words and visual evidence of that hidden potential to overcome.

The risk of putting forth such good quality television is always the based upon the rate of it's duplication that results from 'good' quality, talent, and the admiration from all races and cultures. And though he acknowledges fulfillment of the American dream, there is still the consideration of our personal successes stemming within the removal of a plausible barrier. The consideration of how to eliminate a barrier is found in a quote "onto a 'freedom state'". Past years public policy conversations around the economics of 'free' college education caused the state of New York officials to agree to provisions enabling such for it's residents. However, it is most interesting as we, the public, wait to see the valuation recipients place mentally upon 'free and good use' of an education.

This response to barriers too relieves us from the two stated determinants to our individual success: a. parental occupation and b. level of education. The social sector and governmental intervention eliminate reliance upon parental example while opening university doors to all. There is the sense of social-strategy's which 'impact' the minds of young America toward a desire for careers and education that is most important as a strategic determinant. These are purposely planted for middle to high

schoolers to see and understand beyond the parental status in occupation as ‘fail’ safes. It has been said that a more intelligent worker is deemed human capital, an asset to business, and a quality of worker with diverse career options.

*This is not the opinion of SharonGreer but is in review of the lecture as presented online: Sutjhally.com

Lecture 2

The Factory In The Living Room: How Television Exploits It's Audience

In generating a discussion of Television and it's ability to exploit an audience, it is imperative to begin with in asking the right questions. It is believed most tempting to suggest that T.V. is media and a resource for sending 'messages'. This, according Professor Jhally, is not the right thought process understanding how such means of exploitation begins. The rationale behind media and it's internal ability is in beginning to interpret media and it's culture's economic and industrial value(s).

In both, the business commercial television and newspaper business, we find income potential in how many advertisers they attract and how much each is willing to pay for it's information distribution. It is a marketing tool which promotes, teaches, and informs the public regarding various products and services. The messages from promotors are buried within it's context as there is interaction between text and our interpretation of it. We look for the items or services in community and formulate a sense of expectation of or from it.

In fact, it is suggested that it is the advertisers who truly own the public airways. For instance, thirty minutes of programming and advertising is in a 22/8 minute split. That is twenty minutes of programs disrupted by commercials whose time is split into units collectively equivalent to the eight allocated paid for minutes. The cost and urgency of advertising makes it almost impossible to lose money in T.V. as it is a conscious selling business having concrete time and productive activity in 'watching'. Advertisers, in turn, are the real customers of media as they are buying their audience. If people had not become dedicated 'watchers', over the years since it's inception, there'd be nothing to sell.

As stated earlier within the video lecture: "Messages are a 'tool' of organization"

1. Logic of the commercial system : message, what's being left out, excluded systematically are absences

   Industrial Capitalism began in the early years out of class conflicts of : wages, conditions, length of work day and weekend's free or off duty

   The decision against this was to 'work harder' and not 'longer' in extracting the maximum value from them [the worker] in the 'reorganization' of the worker

   Likewise:
   Time for commercials has increased over 20 years
   Split up commercials time into shorter units: from 60 to 30 to 15 secs and shorter
   Consequence is that the messages are more fragmented
2. Re-organize audience a long demographic lines : realization of time (1) and audiences (2)
3. Intro onto new technologies [created with panic]
   Remote control [switch channels, workers have to much control]
   VCR [tape, fast forward and through commercials]

Digital video recorder (TIVO) [30 sec skip ads button on remote control. Fast forward]
People Meter [nelson rating device in 'time' check ability]

One example of how this device of 'messages' in media as television is viable is in the effects it has upon the lives of children. The researchers suggest that advertisers have turned kids to use as lobbyist against their parents as they influence commercial decisions. Children tend to 'pester their parents' as a result of viewing brand in product advertisements. It is deemed as systematic child abuse and hence commercial media is abusive.

Through messaging use, marketers have build a wedge between kids and parents, created more debt and cut them off from community. Children suffer from a serious industrial disease [consumer involvement] of : anxiety, depression, low self-esteem, and psycho-sematic conditions. The become of the 'possession and money' orientation structure mindset. They care most about the brands as found with designer jeans, in gaming, or tennis shoes.

This is also the result of television being allowed to become the 'babysitter' as parents are content with kids watching long hours of shows and movies. It enables an in-house freedom and quiet. It is a 'collusive' strategy whereas no one is innocent and turning the t.v. off is generally not a functional response to the problem.

*Discovery of other dirty habits[dc], this professor may offer us through his many works and accessible online videos: Sutjhally.com

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