Contents

Preface and Acknowledgments xiii

1 Toward a Critical Theory of Television 1
  1.1 Theorizing Television, 2
      The Politics of Theory, 3
      The Logic of Accumulation and Exclusion, 6
  1.2 Critical Theory, the Culture Industries,
      and the Public Sphere, 10
  1.3 Contested Terrain and the Hegemony of Capital, 14
      Hegemony, Counterhegemony, and
      Instrumentalist Theories, 16
      Gramsci and Hegemony, 17
      Critical Theory and Television, 20

Notes, 22

2 Broadcasting and the Rise of Network Television 25
  2.1 The Origins of Broadcasting, 26
      The Triumph of the Commercial System, 34
      Monopoly Capitalism, Struggles for Corporate Hegemony,
      and the War, 37
  2.2 The Coming of Television, 41
      Television and the Affluent Society, 41
      Television and the Cold War, 46
  2.3 Television in the 1960s, 48
  2.4 Contested Terrain: Television in the 1970s, 54
2.5 Conservative Hegemony: Television in the 1980s, 60
  Reaganite Entertainment, 60
  Deregulation and Corporate Hegemony, 63

Notes, 68

3 Television, Government, and Business:
  Toward a Critical/Institutional Theory 71

3.1 Toward a Theory of Network Television, 73

3.2 Capitalism, Democracy, and Television, 80
  Television in the Corporate Power Structure, 80
  Television and Democracy, 90

3.3 A Critical/Institutional Theory, 96
  Structural Conflicts and Tensions: Legitimation
  and Air War, 97
  Television and Business, 107
  TV News, Ideology, and Media Mediation, 111

3.4 Internal Conflicts and Television's Contradictory
  Images and Effects, 118

3.5 New Modes of Cultural Hegemony, 123

Notes, 129

4 Television, Politics, and the Making of
  Conservative Hegemony 133

4.1 The Simulated Presidency, 134
  Reagan's Media Politics, 135
  Reagan and Television, 139
  The Iran/Contra Scandal, 142

4.2 The 1988 Election, 148
  Primaries and Conventions, 149
  Ads, Photo-Opportunities, and Television Debates, 150
  Postmodernism and the Politics of the Image, 158

4.3 Scandals, Omissions, and Capitalist Hegemony, 161
  Antiliberal Bias? 163
  Capitalist Media, 168

Notes, 175
## Contents

### 5 Alternatives

5.1 Toward a Democratic Broadcasting System, 183
   Television in a Democratic Society: Accountability, Access, and Adequacy, 185
   Media Politics: Some Necessary Reforms, 191

5.2 Public Broadcasting: Promises and Failures, 201

5.3 Public Access Television, 207
   "Alternative Views," 208
   Public Access Television: Challenges and Problems, 210
   How to Produce Local Access Programming, 212

5.4 Satellite Television and Some Utopian Proposals, 215
   Toward a System of Democratic Cable/Satellite Television, 217
   Toward Democratic Communication and Information, 219

Notes, 222

### Appendixes

A The "October Surprise," 228
B The Iran/Contra Scandal, 233
C The Big Cover-Up: Bush and the 1988 Election, 239
   C.1 Bush and the CIA, 239
   C.2 Bush, Noriega, and Black Eagle, 241
   C.3 George Bush: Son of Teflon, 248
D The Crisis of Democracy, 252

Notes, 255

References, 257

### Bibliography

About the Book and Author

Index
Index

A&E. See Arts and Entertainment network
ABC. See American Broadcasting Company
Access. See Public access television
Accountability of broadcasting, 186–188
"Accuracy in Media" group, 169–170
ACT. See Action for Children's Television
Action/adventure shows, 33, 41, 44–45, 62–63, 76
conservative values in, 36–37, 45–46, 50, 60, 61, 67
liberal values in, 50, 57, 60
Action for Children's Television (ACT), 196
ACTV. See Austin Community Television
Adorno, T. W., 10, 11, 12–13, 14, 15, 21, 124, 125, 181
Advertising, 12, 43, 75, 107, 184, 195–196
cost to consumers of, 8, 75–76, 197, 223(n6)
and elections, 151–153, 191–192
and news and public affairs programming, 112–113
radio, 32, 33, 34, 39
restriction proposals, 39, 196–197
See also Consumer ethic
African-Americans. See Blacks; Civil rights movement
Agnew, Spiro, 3, 53, 163
AIDS, 122
Ailes, Roger, 137, 151, 158, 160
"Airwolf," 62
Albosta Report, 229
Alien and Sedition Acts, 1798, 90
Allen, Richard, 228, 229
All Fall Down (Sick), 233
"All in the Family," 54, 58, 119, 121, 127
"All's Fair," 58
"All That Glitters," 59
Alternative media. See Investigative media; Public access television
"Alternative Views," 208–210, 211, 213–214, 224(n11)
Altheide, David L., 5
Althusser, Louis, 6, 7, 16, 99
AMC. See American Movie Classics
American Broadcasting Company (ABC), 31, 39, 156, 170
conservatism of, 171, 172–173, 180, 190
and Iran-Contra affair, 236, 243, 244
and McCarthyism, 47, 69(n7)
mergers, 66, 80, 82, 85–87
See also Corporate control of media; Network system
"American Girls, The," 59
American Marconi, 26, 27, 28
American Movie Classics (AMC), 85
American Telephone & Telegraph (AT&T), 26, 28, 29–30, 31, 37, 38, 68(n4), 203
"America Tonight," 59
Anderson, Kent, 45
Annenberg, Walter, 69(n12)
Anthology series, 44–45
Anticommunism. See Cold war; McCarthyism
Anti-nuclear movement, 108, 110. See also Oppositional viewpoints
Apathy. See Democracy; Political participation
Arbitron ratings, 73
Archer, Gleason, 27, 28, 35
Armstrong, Edwin, 40
Armstrong, Scott, 226, 238, 240, 242

273
<table>
<thead>
<tr>
<th>Page</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>274</td>
<td>Arness, James, 60</td>
</tr>
<tr>
<td></td>
<td>Arneheim, Louise, 206</td>
</tr>
<tr>
<td></td>
<td>Aronowitz, Stanley, 75</td>
</tr>
<tr>
<td></td>
<td>Arts and Entertainment network (A&amp;E), 74, 215, 216</td>
</tr>
<tr>
<td></td>
<td>Askim, Frank, 230</td>
</tr>
<tr>
<td></td>
<td>Associated Press, 37</td>
</tr>
<tr>
<td></td>
<td>AT&amp;T. See American Telephone &amp; Telegraph</td>
</tr>
<tr>
<td></td>
<td>&quot;A-Team, The,&quot; 62, 63</td>
</tr>
<tr>
<td></td>
<td>Atherton, F. Christopher, 194</td>
</tr>
<tr>
<td></td>
<td>Axwater, Lee, 165</td>
</tr>
<tr>
<td></td>
<td>Aufderheide, Pat, 88, 196, 202, 203, 204</td>
</tr>
<tr>
<td></td>
<td>Austin Community Television (ACTV), 207-211</td>
</tr>
<tr>
<td></td>
<td>Avignon, Tony, 236</td>
</tr>
<tr>
<td></td>
<td>Bagdikian, Ben, 3, 5, 13, 66, 82, 198, 199</td>
</tr>
<tr>
<td></td>
<td>Baker, James, 144</td>
</tr>
<tr>
<td></td>
<td>Bani-Sadr, Abolhassan, 228-229, 230, 231, 232</td>
</tr>
<tr>
<td></td>
<td>Barber, Benjamin, 15, 125, 194, 195, 218</td>
</tr>
<tr>
<td></td>
<td>Barger, Brian, 234, 244</td>
</tr>
<tr>
<td></td>
<td>Barnet, Richard J., 81, 82</td>
</tr>
<tr>
<td></td>
<td>Barnouw, Erik, 3, 26, 30, 31, 32, 35, 36, 37, 39, 40, 42, 44, 45, 46, 47, 49, 92, 93, 201</td>
</tr>
<tr>
<td></td>
<td>Baudrillard, Jean, 13, 14, 159, 160</td>
</tr>
<tr>
<td></td>
<td>Bayh, Birch, 60</td>
</tr>
<tr>
<td></td>
<td>Bay of Pigs, 48, 49</td>
</tr>
<tr>
<td></td>
<td>BBC. See British Broadcasting Corporation</td>
</tr>
<tr>
<td></td>
<td>Beard, Charles, 173</td>
</tr>
<tr>
<td></td>
<td>Beheshti, Mohammed, 230, 232</td>
</tr>
<tr>
<td></td>
<td>Bell, Daniel, 4, 23(n5)</td>
</tr>
<tr>
<td></td>
<td>&quot;Ben Casey,&quot; 50</td>
</tr>
<tr>
<td></td>
<td>Benjamin, Walter, 22</td>
</tr>
<tr>
<td></td>
<td>Bentsen, Lloyd, 156, 165</td>
</tr>
<tr>
<td></td>
<td>Berger, Peter, 126</td>
</tr>
<tr>
<td></td>
<td>Berkman, Dave, 38</td>
</tr>
<tr>
<td></td>
<td>Berle, Milton, 43</td>
</tr>
<tr>
<td></td>
<td>Bernstein, Basil, 126</td>
</tr>
<tr>
<td></td>
<td>Bernstein, Carl, 162</td>
</tr>
<tr>
<td></td>
<td>Best, Steven, 13, 63</td>
</tr>
<tr>
<td></td>
<td>Black, Norman, 92</td>
</tr>
<tr>
<td></td>
<td>Black Eagle operation. See Contra arms/drug ring</td>
</tr>
<tr>
<td></td>
<td>Black Entertainment Network, 215</td>
</tr>
<tr>
<td></td>
<td>Blacks, 9, 51, 57, 68(n3), 102, 120, 121, 122. See also Civil rights movement; Oppositional viewpoints</td>
</tr>
<tr>
<td></td>
<td>Blandon, José, 243, 245, 248</td>
</tr>
<tr>
<td></td>
<td>Bleifuss, Joel, 232, 253-254</td>
</tr>
<tr>
<td></td>
<td>&quot;Blind Ambition,&quot; 57</td>
</tr>
<tr>
<td></td>
<td>&quot;Blue and the Grey, The,&quot; 61</td>
</tr>
<tr>
<td></td>
<td>Blue Book, 93</td>
</tr>
<tr>
<td></td>
<td>&quot;Blue Thunder,&quot; 62</td>
</tr>
<tr>
<td></td>
<td>Boddy, William, 43, 44</td>
</tr>
<tr>
<td></td>
<td>Bogart, Leo, 2, 42</td>
</tr>
<tr>
<td></td>
<td>Boggs, Cathy, 65</td>
</tr>
<tr>
<td></td>
<td>Boland Amendment, 143</td>
</tr>
<tr>
<td></td>
<td>&quot;Bold Ones, The,&quot; 54</td>
</tr>
<tr>
<td></td>
<td>&quot;Bonanza,&quot; 60</td>
</tr>
<tr>
<td></td>
<td>Boorstin, Daniel, 13, 154</td>
</tr>
<tr>
<td></td>
<td>Boot, William, 154, 156, 166</td>
</tr>
<tr>
<td></td>
<td>Borkin, Joseph, 37</td>
</tr>
<tr>
<td></td>
<td>Bowles, Samuel, 221</td>
</tr>
<tr>
<td></td>
<td>Braden, Tom, 165</td>
</tr>
<tr>
<td></td>
<td>Bravo, 85</td>
</tr>
<tr>
<td></td>
<td>Brecht, Bertolt, 22, 222</td>
</tr>
<tr>
<td></td>
<td>Brenneke, Richard, 232, 243, 246</td>
</tr>
<tr>
<td></td>
<td>Brenner, Dean Thomas, 35</td>
</tr>
<tr>
<td></td>
<td>&quot;Bring ‘Em Back Alive,&quot; 61</td>
</tr>
<tr>
<td></td>
<td>British Broadcasting Corporation (BBC), 57</td>
</tr>
<tr>
<td></td>
<td>British Marconi, 27, 28</td>
</tr>
<tr>
<td></td>
<td>Broadcast News, 160</td>
</tr>
<tr>
<td></td>
<td>Brokaw, Tom, 156, 169, 250, 254</td>
</tr>
<tr>
<td></td>
<td>Bronner, Stephen Eric, 10</td>
</tr>
<tr>
<td></td>
<td>Brooks, Jack, 237</td>
</tr>
<tr>
<td></td>
<td>Brown, Les, 45, 54, 74, 92, 253</td>
</tr>
<tr>
<td></td>
<td>Bruck, Peter, 180</td>
</tr>
<tr>
<td></td>
<td>Brzezinski, Zbigniew, 255</td>
</tr>
<tr>
<td></td>
<td>Buchanan, Patrick, 4, 165</td>
</tr>
<tr>
<td></td>
<td>Buckley, John, 157</td>
</tr>
<tr>
<td></td>
<td>Bunce, Richard, 74, 80, 82, 85</td>
</tr>
<tr>
<td></td>
<td>&quot;Burns and Allen,&quot; 44</td>
</tr>
<tr>
<td></td>
<td>Bush, Barbara, 152, 154</td>
</tr>
<tr>
<td></td>
<td>Bush, George, 9, 98, 116, 222-223(n2)</td>
</tr>
<tr>
<td></td>
<td>CIA connections, 23, 143, 162, 164, 239-241, 252, 256(n5)</td>
</tr>
<tr>
<td></td>
<td>and election of 1988, 21, 134, 148, 149, 150-156, 157-158, 160, 163, 164-166, 167, 168, 175(n6), 239-250</td>
</tr>
<tr>
<td></td>
<td>and Iran-Contra affair, 143, 144, 175(nn 4, 6), 249-250</td>
</tr>
<tr>
<td></td>
<td>scandals involving, 161, 162, 164-165, 171, 225, 229, 232</td>
</tr>
<tr>
<td></td>
<td>and syndication/production rules, 163-164, 172, 180, 253</td>
</tr>
<tr>
<td></td>
<td>See also Contra arms/drug ring; Deregulation; Reagan, Ronald</td>
</tr>
</tbody>
</table>
Index

Business. See Capitalism; Corporate control of media; Corporations
Byrd, Robert, 230

Cable Franchise Policy, 64
Cable News Network (CNN), 74, 143, 156, 165–166, 172, 215, 216, 246
Cable television, 74–75, 81, 182, 188, 207–215
deregulation of, 64, 65
suppression of, 40, 69(n6)
See also Satellite television
“Cagney and Lacey,” 63
Califano, Joseph, 108
“Call to Glory,” 61, 62–63
Capital Cities Communications, 66
Capitalism, 6–8
current restructuring of, 15–16, 88–89, 135
vs. democracy, 15, 71, 72, 80, 93–95, 130(n4), 173, 200
and Depression, 36
inherent conflict in, 7–8, 14–15, 16, 17–19, 95
and new technologies, 13, 16, 24(n7), 29, 89
and radio, 28, 29
technocapitalism, 13, 24(n7), 89–90
transition to state corporate, 10, 39, 68(n5)
See also Corporate control of media; Corporations
Carey, James, 5
Carlisle, Johan, 236
Carter, Boake, 37
Carter, Jimmy, 56, 69(n12), 98, 100–101, 161, 171, 252. See also Iranian hostage crisis
Casey, William, 144, 145, 229, 230, 232, 247, 248
“Cavalcade of America,” 37, 68(n3)
CBS. See Central Broadcasting System; Columbia Phonograph Broadcasting System
CBS Cable, 215–216
Censorship, 119, 122
Central America, Reagan’s policy, 106, 138, 140, 142, 203
public opposition to, 136, 171
Television legitimation of, 9, 63, 115, 187
See also Iran-Contra affair
Central Broadcasting System (CBS), 47, 56, 100, 144, 170
conservatism of, 77–78, 172, 180
and corporate power structure, 66, 80–81, 82, 169
and election of 1988, 155, 156
and Iran-Contra affair, 235, 244
news archives, 188, 189
See also Corporate control of media; Network system
Central Intelligence Agency (CIA), 61–62, 63, 72, 100, 115, 118
Bush’s connections with, 23, 143, 162, 164, 239–241, 252, 256(n5)
and Iran-Contra affair, 143, 164, 235, 236
and October Surprise scandal, 162, 229, 232
Challenger disaster, 106
Chancellor, John, 156, 254
Chardy, Alfonso, 228, 230, 237
“Charlie’s Angels,” 59, 121
Charney, Mitchell, 37
Chase, Chevy, 58
Chessman, Caryl, 57
Chicago Democratic Convention, 1968, 52, 54, 102
Chicano movement. See Hispanics; Oppositional viewpoints
Children’s television, 66, 126–127, 184, 195–196
Chile, 114–115
China, 102–103, 116, 131(n12)
“China Smith,” 46
Chomsky, Noam, 6, 9, 19, 20, 55, 82, 99, 106, 115, 142, 172
Christic Institute, 235–237, 256(n4)
Church, Frank, 60
CIA. See Central Intelligence Agency
Cirino, Robert, 204
Civil rights movement, 50, 52, 57, 72, 101–102, 120, 121, 122. See also Sixties social movements
Clines, Ted, 236
CNN. See Cable News Network
Cockburn, Andrew, 245
Cockburn, Leslie, 142, 234, 245
“Code Red,” 60
Cohen, Jeff, 77
Cohen, Joshua, 221
Cold war, 2, 88, 115, 129, 130(n7), 136, 140, 142
and democratic movements in
communist countries, 10, 103–104
1950s, 45–48, 67
1960s, 50, 51
See also Vietnam War
Columbia Phonograph Broadcasting System, 29, 31, 34. See also Central Broadcasting System (CBS)
Combs, James E., 136, 148
Communications Act of 1934, 35–36, 64, 65, 92, 93, 185. See also Federal Communications Commission
Communications Act of 1984, 64
Communist countries
democratic movements in, 102–104, 116, 131(n12), 219
television in, 103–104
See also Cold war
Competition, 5, 7. See also Profit imperative
Computers. See New technologies
Comstock, George, 128
Congress, 69(n8), 93, 105–106, 143, 208, 217
and deregulation, 64–65, 130(n8), 184, 196, 199
and October Surprise scandal, 229, 230
and public television, 201, 205–206
See also Iran-Contra affair
Conservative criticisms of television, 2, 120, 127
liberal bias argument, 3–4, 23(nn 2, 5), 53–54, 69–70(n12), 120, 163, 170
pressure on networks, 122, 129, 169–171
respect for authority argument, 4–5, 105, 108
Conservative hegemony, 1980s, 17, 21, 60–67, 72, 99, 101, 127–129
and corporate control of media, 61, 139–140
and manipulation of media, 135–139, 141–142
omissions of coverage, 161–163, 225–233
and profit imperative, 168–175
and public television, 202–203
rightist pressure on television, 122, 169–171
See also Election of 1988; Iran-Contra affair; Legitimating role of television; Reagan, Ronald
Conservatives, 23(nn 2, 3), 54. See also Conservative criticisms of television; Conservative hegemony, 1980s; Corporate control of media
"Constitution in Crisis," 235
Consumer ethic, 4, 28–29, 34, 120, 126
eyearly development of, 12, 41–42, 67, 128
and nonparticipation in politics, 12, 95, 104–105
and programming, 45, 79, 125
and transnational capitalism, 42, 87–88
See also Advertising
Consumer News and Business Channel, 85
Contra arms/drug ring, 161, 162, 175(n6), 234–235, 241–248
Conyers, John, 230
Coolidge, Calvin, 32
Corporate control of media, 5, 12, 13, 21, 94, 253–254
and capitalism, 6–8
and conservative hegemony, 1980s, 139–140, 251, 255
and corporate prestige, 43–44
vs. democracy, 15, 71, 72, 80, 93–95, 116, 131(n12), 160, 181, 184–185, 218
early development in television, 37–41
and Iran-Contra affair, 144
of public television, 202, 203–204, 206
radio, 25–37, 39, 40
See also Advertising; Consumer ethic; Corporations; Governments; Network system; Profit imperative
Corporation for Public Broadcasting (CPB), 201, 204
Corporations
and Carter administration, 135
and expense of politics, 192
tax breaks for, 8–9, 107
television as adversary, 4, 72, 107–111, 120, 131(n10)
See also Corporate control of media; Network system
Cosby, Bill, 120
"Cosby Show, The," 164
Coughlin, Father, 37

"Counterattack," 46

Counterhegemony. See Oppositional viewpoints

"Cover-Up," 62

"Cover-Up" (Trent), 237

CPB. See Corporation for Public Broadcasting

Crime dramas. See Action/adventure shows

Critical theory, 2-6, 10-14, 22. See also Adorno, T. W.; Habermas, Jurgen; Horkheimer, Max; Marcuse, Herbert

Cronkite, Walter, 51, 52, 111, 150

Crozier, Michel, 5

"Crusader," 46

Cultural homogenization, 36, 41, 43, 123-129. See also Ideological control

Cultural imperialism, 20

Culture industry, 10-11, 14, 21

Czitrom, Daniel, 32, 34, 37

"Dallas," 60

Danziger, Kurt, 126

Databases. See New technologies

Deaver, Michael, 137, 144, 159

"Deep Dish TV," 212

"Defenders, The," 50

De Forest, Lee, 26

Democracy

vs. capitalism, 15, 71, 72, 80, 93-95, 130(n4), 173, 180-181, 200

communications philosophy, 184-191, 223(n7), 224(n13)

in communist countries, 102-104, 116, 131(n12), 219

and consumer ethic, 12, 95, 104-105

crisis in, 181-182, 251-252

freedom of the press, 11-12, 71-72, 90, 93

and images of conflict, 117

limitations on, 173-174

negative views of, 105

television as defender of, 71-72, 91, 92-93, 102-103, 106, 130(n6)
television discouragement of, 12, 95, 104-105, 148-149, 180, 191

See also Governments; Oppositional viewpoints

Depression, 36, 39

Deregulation, 63-67, 74, 88, 92, 135, 163, 181, 182, 252

alternatives to, 183-185

of children's television, 184, 195-196

media support for, 21, 139

and news and public affairs

programming, 183-184, 190

opposition to, 130(n8)

and public television, 202-203, 205

reform proposals, 195-199

"Designing Women," 63

Diaz Herrera, Roberto, 245, 256-257(n7)

Disney Channel, 216

Docudramas, 57

Doerfer, John, 46

Donahue, Jim, 65, 183

"Donna Reed Show, The," 45

Douglas, Susan, 26, 167

Dowdie, Mark, 172

Downing, John, 39, 221

"Dragnet," 50

Dreier, Peter, 4

"Dr. Kildare," 50

Duarte, Jose Napoleon, 254

Dukakis, Michael, 149, 150-152, 153, 155, 156, 157-158

television bias against, 164, 165-167, 176(n11)

Du Pont, 203-204

Durenberger, David, 249

Durr, Clifford, 32, 130(n8)

"Dynasty," 60

Eastern Europe. See Cold war; Communist countries

"East Side/West Side," 50

Economic crisis, 1970s, 15-16, 88, 135

Educational programming, 30, 31, 32, 33, 35, 64, 196. See also Public television

Edwardson, Mickie, 66

Efron, Edith, 4, 54

Eisenhower, Dwight D., 46, 47, 255

Election of 1960, 48

Election of 1964, 60, 69(n12)

Election of 1968, 4, 54, 137

Election of 1972, 55-56, 56

Election of 1976, 58, 320

Election of 1980, 60, 134, 135, 142, 161-162, 171

Election of 1984, 139, 140

Election of 1988, 134

and postmodernist theories, 158-161
and production/syndication rules, 163–164
Republican manipulation of television, 148–158, 176(n8)
television bias, 21, 134, 157, 161–162, 164–168, 175(n6), 175–176(n7), 239–250
Elections, television role in, 2, 94, 97, 104–105, 113, 191–195. See also specific elections
El Salvador. See Central America, Reagan’s policy
“Emerald Point, N.A.S.,” 61
Emery, Edwin, 90
Emery, Michael C., 3
Engberg, Eric, 244
Engelhardt, Tom, 126, 196
Engels, Friedrich, 6, 7
Entertainment programming. See Programming
Environmental movement, 72, 102, 107–108, 109, 187. See also Oppositional viewpoints
Enzensberger, Hans Magnus, 22, 75, 101
Epstein, Edward, 5, 93, 112
“Equalizer, The,” 63
Equal-time rule, 64
ESPN, 74, 216
Essential Information, 65, 183
Ethnic diversity. See Oppositional viewpoints
Ewen, Stuart, 41
Exclusion, logic of, 9, 14, 36–37, 45, 107, 116. See also Oppositional viewpoints
Extral, 199, 202
FAIR, 187, 199–200, 202
Fairness Doctrine, 64, 93, 131(n10), 183, 189, 197
“Falcon Crest,” 60
Falwell, Jerry, 60
Fanon, Franz, 207
“Father Knows Best,” 45
Faulk, John Henry, 47
FBI. See Federal Bureau of Investigation
“FBI, The,” 57
FCC. See Federal Communications Commission
FCC v. Midwest Video Cor., 440 U.S. 689, 208
“Fear on Trial,” 57
Federal Bureau of Investigation (FBI), 57, 58, 100
Federal Communications Act of 1934. See Communications Act of 1934
Federal Communications Commission (FCC), 35, 38–40, 46, 50, 93, 217 and deregulation, 63–64, 92, 183, 184, 195–196
and Fairness Doctrine, 64, 183, 189
and news and public affairs programming, 50, 190
production/syndication rules, 163–164, 173, 180, 253
and public access television, 188, 207, 208
reform proposals, 199
relations with networks, 36, 98, 130(n8)
Federal Emergency Management Administration (FEMA), 148, 237
Federal Radio Commission (FRC), 31–32
Federal Trade Commission (FTC), 31
FEMA. See Federal Emergency Management Administration
Ferguson, James L., 108
Ferguson, Thomas, 128, 135
“Fernwood Forever,” 59
“Fernwood Tonight,” 59
Feshbach, Seymour, 128
Fessenden, Reginald, 26
Fitzgerald, Jennifer, 164
“Flamingo Road,” 60
Fly, James, 32, 130(n8)
FM radio, 40
Ford, Gerald, 56, 58, 69(n12), 100–101, 157
“Foreign Intrigue,” 46
Foreign policy, 21, 27–28, 61, 62–63, 139
and instrumentalist model, 9, 19, 20, 113–114
See also Central America, Reagan’s policy; Cold war; Transnational corporations
“For Love and Honor,” 61
Foucault, Michel, 18
Fowler, Mark, 64, 92, 183, 184, 253
Fox, Frank, 39
Fox Broadcasting Network, 183–184
Frank, Reuven, 112
Frankfurt School. See Institute for Social Research
Index

“Frank’s Place,” 63
FRC. See Federal Radio Commission
Freedom of the press, 11-12, 71-72, 90, 184, 188
Friendly, Fred, 5, 47, 118, 162
“From Here to Eternity,” 61
Fromm, Eric, 10
“Frontline,” 203
FTC. See Federal Trade Commission

Gans, Herbert, 5
Garnham, Nicholas, 205
Gates, Gary Paul, 141, 150
Gays, 102, 120, 121, 122. See also
Oppositional viewpoints
GE. See General Electric
General Electric (GE), 83-84, 173, 180,
253-254, 255
and radio broadcasting, 26, 27, 28, 29,
33, 35
RCA/NBC merger, 66, 82, 84-85, 172,
198, 250
“George Washington,” 61
Gerbner, George, 6, 79, 114, 128
Gert, H. H., 219
“Get Smart,” 50
Ghorbanifar, Manoucher, 232
Gibson, William, 68, 69, 100, 113
Ginsberg, Benjamin, 194
Gintis, Herbert, 221
Gitlin, Todd, 52, 129, 161, 196
Gleason, Jackie, 43
Goldman, Robert, 77
Goldsen, Rose, 126
Goldwater, Barry, 59(n12), 60
Gomery, Douglas, 66
Gomez, Max. See Rodriguez, Felix
Goodman, Walter, 152
“Good Times,” 58
Gorbachev, Mikhail, 10, 103, 104
Gouldner, Alvin, 124

Governments
antitrust actions, 31, 35, 38-39, 82
harassment of media, 54, 98
manipulation of media, 48-49, 103,
105-106, 113, 171
vs. state, 99
suppression of new technologies, 40-
41, 42, 68(n6)
television influence on, 96
See also Conservative hegemony, 1980s;
Constraining role of television;

Corporate control of media;
Democracy; Deregulation;
Legitimating role of television
Gramsci, Antonio, 17-19
Great Santini, The, 61
Great Society. See Johnson, Lyndon B.
Green, Lorne, 60
Greenfield, Jeff, 156
Gregg, Donald, 143, 162, 232, 242, 243,
244, 246, 247, 248
Greider, William, 158
Grenada invasion, 62, 115, 138, 139, 142,
175-176(n7), 203
Gross, Larry, 79, 128
Guardian, The, 219
“Gummi Bears,” 196
“Gunsmoke,” 60
Habermas, Jurgen, 11, 12, 99, 181
Hakim, Albert, 143, 232
Halberstam, David, 48, 94
Hall, Fawn, 141, 234
Hall, Stuart, 20, 128
Halleck, DeeDee, 212
Hallin, Daniel, 51, 55, 113
Harari, Michael, 247
Harms, John, 9
Harris, Louis, 151
“Harvest of Shame,” 50
Hasenfus, Eugene, 241
Hashemi, Cyrus, 232
Hatfield-Wagner Act, 35
Hay, James, 44
HBO. See Home Box Office
Hegemony model, 9-10, 16, 17-19, 36
vs. instrumentalist theories, 16-17, 19-
20, 72-73, 99, 115-116
See also Corporate control of media
Helms, Jesse, 169
“He-Man and the Masters of the
Universe,” 196
Henwood, 82
Herman, Edward, 6, 9, 19, 20, 55, 82,
99, 106, 115, 142, 172
Herring, 32
Hersh, Seymour, 237, 238
Hertsgaard, Mark, 113, 137, 144, 162,
169, 170, 171
Hertzog, 36
Hess, Stephen, 165
“Hill Street Blues,” 60, 63
Index

Hirsch, Paul, 5
Hispanics, 102, 120
Hitchens, Christopher, 155-156, 230
Hodgson, Godfrey, 54, 102
Hoffman, Abbie, 231-232
Hofstadter, Richard, 30
Hollings, Ernest, 205
"Holocaust," 57, 119
Home Box Office (HBO), 69(n6)
Honegger, Barbara, 229
Honey, Martha, 236
"Honeymooners, The," 121
Hoover, Herbert, 30, 32, 92-93
Hoover, J. Edgar, 57, 58, 239, 256(n5)
Horkheimer, Max, 10, 11, 12-13, 14, 15, 21, 181
Horowitz, Robert, 32, 36, 40, 63, 198
Horton, Willie, 150-151, 166, 167
Hosenball, Mark, 233
House Un-American Activities Committee (HUAC), 46
HUAC. See House Un-American Activities Committee
Hull, John, 236
Hulteng, John L., 12
Humphrey, Hubert, 4, 54
"Hunger in America," 50
Huntington, Samuel, 4, 110
Huntley, Chet, 51

Ideological control, 7, 50-51, 57, 62-63, 114-116, 130-131(n9)
and profit imperative, 34, 36-37, 76-77
See also Consumer ethic; Cultural homogenization
Image, The (Boorstin), 13
Imagistic nature of television, 13, 52-53, 101-102, 112, 117
and political manipulation, 19, 134, 135, 137, 150, 151-156, 158-161, 192, 193
Imperialism, 27, 61, 87-88. See also Foreign policy; Vietnam War
Influence of television, 1-2, 8, 22-23(n1), 42-43, 49, 96
and deregulation, 199
and elections, 148-149, 150, 157, 159-160
and Iran-Contra affair, 144
limitations of, 127-128
and new technologies, 13
and Watergate, 56
Innoye, Daniel, 237
Institute for Social Research, 10-11, 14, 15, 24(n10)
Instrumentalist theories, 10-11, 14, 15, 98-99, 100-101, 113-114, 130-131(n9)
vs. hegemony model, 16-17, 19-20, 72-73, 99, 115-116
International Telephone and Telegraph (IT&T), 82
Investigative media, 162, 176(n9), 219, 225-233, 234, 235-236, 237-238, 246-248
Iran-Contra affair, 141, 142-148, 175(n4)
Bush role in, 143, 144, 175(nn 4, 6), 249-250
Contra arms/drug ring, 161, 162, 175(n6), 234-235, 241-248
and October Surprise scandal, 230, 231
television cover-up, 111, 134, 146-148, 156, 162, 164, 226, 233-239
television exposure, 67, 100, 101, 106, 142-146, 203
Iran-Contra Connection, The (Marshall, Scott, and Hunter), 249
Iranian hostage crisis, 98, 134-135
October Surprise scandal, 161-162, 164, 228-233, 238, 249, 255-256(n1)
"Iron Triangle" speech, 70(n12)
Israel, 180, 229, 230, 232, 238, 247, 248
IT&T. See International Telephone and Telegraph

Jackson, Jesse, 149, 161, 167-168
Jay, Martin, 10
"Jeffersons, The," 58
Jewett, Robert, 37
Johnson, Laurence, 46, 130(n8)
Johnson, Lyndon B., 52, 98, 100-101, 201
Judis, John, 165, 196
Kahn, Frank, 93
Karl, Peter, 253, 254
Karp, Walter, 105, 106, 125
Kennedy, Edward, 249
Kennedy, John F., 48-50, 51, 67, 97-98
Kennedy, Robert, 52
Kent State, 100
Kerry, John, 235, 245
Index

"Kill Me If You Can," 57
"King," 57, 58
King, Elliot, 128, 136
King, Jonathan, 249
King, Larry, 233
King, Martin Luther, 52, 57
"King's Crossing," 60
Kirkpatrick, Jeane, 255
Kissinger, Henry, 116, 131(n12), 255
Klein, Paul, 76, 94
"Knightrider," 62
Koenig, Josh, 208
Kohn, Howard, 246, 247, 248
Kornbluh, Peter, 171
Kuwait, Iraqi invasion of, 252, 254–255

Labor movement, 41, 110, 121, 129, 139
exclusion of, 36, 37, 68(n3), 77–78
Laclau, Ernesto, 18
La Fount, Harold, 32
"L.A. Law," 63
"Larry King Live," 246
Lashner, Marilyn A., 54, 98
"Laugh-Ins," 51
Lawrence, John, 37, 189
Lazarsfeld, Paul, 161
Lear, Norman, 54, 58–59, 102, 119, 127
"Leave It to Beaver," 45
Lee, Martin A., 45, 167
Lee, Robert E., 46
Lefever, Ernest, 4

Legitimating role of television, 9, 46–48,
49–50, 77, 95, 96, 97–98, 105–106
and Bush, 254–255
and Chinese democratic movement,
116, 131(n12)
and ideological control, 114
in instrumentalist theories, 19
and Vietnam War, 51, 53, 55
and Watergate, 55–56
See also Cold war; Conservative
hegemony, 1980s; Election of 1988;
Ideological control; Iran–Contra
affair
Lesbians, 120, 121
Letelier, Orlando, 240
Lewis, Flora, 230
Lewis, Fulton, Jr., 37
Liberalism, 23(n2), 49–50, 51, 57–59, 67,
120, 168
views of television, 3, 5–6, 53–54

See also Oppositional viewpoints
Libya bombing, 1986, 115, 138–139, 142,
171
Lichter, Linda S., 4
Lichter, S. Robert, 4
"Life of Riley, The," 121
Loeb, Philip, 46
Long, Huey, 37
"Lou Grant," 63
Lowenthal, Leo, 10
Lowi, Theodore J., 40
Luckmann, Walter, 126
Luke, Timothy, 89

McBride, Joseph, 239
MacBride Report, 81
McCarthy, Eugene, 52
McCarthy, Joseph, 2. See also
McCarthyism
McCarthyism, 46–47, 48, 57, 69(nn 7, 8),
72, 118
"McClain's Marine," 60
MacDonald, J. Fred, 33, 46, 47, 50, 51,
54, 70
MacDougall, A. Kent, 109
McFarlane, Robert, 144, 175(n4), 231,
232, 233, 250
McGinniss, Joe, 137
McGovern, George, 55, 60
McLuhan, Marshall, 48, 124, 159, 160
McManus, Doyle, 136, 138, 171, 233, 241
"MacNeil/Lehrer News Hour, The," 187–
188, 203, 222, 236, 242
McWethy, John, 171, 180, 236
"Magnum P.I.," 60
Mander, Jerry, 180
"Man From U.N.C.L.E., The," 50
Marconi, Guglielmo, 26
Marcuse, Herbert, 10, 11, 15
Marshall, Jonathan, 249
Martin, John B., 105
"Marty," 44
Marx, Karl, 6, 7, 15, 16
"Mary Hartman, Mary Hartman," 58–59,
119
"Mary Tyler Moore Show, The," 121
Mason, George, 11
"Masquerade," 62
Mass audience. See Profit imperative
Mass Culture (Rosenberg and White), 5
Mass media, 10–11, 14, 34

Copyrighted Material
Mattelart, Armand, 85
“Maude,” 58, 119
“Max Headroom,” 63
Mayer, Jane, 136, 138, 171
Media. See Television industry
Mediating role of television, 8, 14–15, 20, 79, 96, 98, 100-101
and hegemony model, 18
and McCarthyism, 48
and news and public affairs
programming, 114
and oppositional viewpoints, 120
and sixties social movements, 50, 67, 128
and Vietnam War, 52, 55
and Watergate, 56
Meese, Ed, 141, 143, 144, 145
Mergers and takeovers, 80, 84–85, 88–89, 125–126, 140
and cultural homogenization, 125–126
Reagan's policies, 64, 66, 82, 135, 250
reform proposals, 197–198
Merton, Robert, 161
Meyrowitz, Joshua, 105
“Miami Vice,” 63
Millan-Rodriguez, Ramon, 245
Military subjects, 50, 61, 62
Miller, Justin, 92
Miller, Mark, 170
“Million Dollar Merger, The,” 213
Mills, C. Wright, 219
“Milton Berle,” 43, 44
Miniseries, 57, 61, 62
Minorities. See Oppositional viewpoints
Minow, Newton, 49, 50, 105, 130(n8)
“Mission: Impossible,” 50
Mitchell, Lee M., 105
“Mod Squad,” 50
Mofett, Ronni, 240
Mondale, Walter, 140
“Moneychangers, The,” 57
“Monkees, The,” 51
Monks, Vicki, 246, 247, 248
Montgomery, Kathryn C., 102, 120, 121, 129, 199
Moon, Sun Myung, 203
“Moonlighting,” 63
Morrow, Frank, 82, 94
Morrow, Lance, 159
Mosco, Vincent, 32, 40
Mouffe, Chantal, 18
Moyers, Bill, 203, 235
Moynihan, Daniel, 4–5
“Mr. Novak,” 50
MTV, 215, 216
Mueller, Claus, 98
Muir, Jean, 46
Müller, Ronald E., 81, 82
Murdoch communications, 13
“Murphy Brown,” 63
Murrow, Edward R., 37, 39, 47, 48, 72, 162, 231
My Lai affair, 100
“My Little Pony 'n' Friends,” 196
Nader, Ralph, 65, 183
Nairn, Allain, 242
Nason, Jeff, 240
National Broadcasting Company (NBC), 81, 82, 156, 169, 180, 253–254
mergers, 80, 82, 172, 198, 250
and production/syndication rules, 164, 173, 253
and radio, 29, 31, 33, 34
See also General Electric, Network system, Radio Corporation of America
National Educational Television (NET), 201
National News Council, 190–191
National Public Radio (NPR), 206
Naureckas, Jim, 229, 246
NBC. See National Broadcasting Company
Nelson, Roy Paul, 12
NET. See National Educational Television
Network system, 13, 31, 34–35, 40–41, 44–46, 73–79, 125–126
Newcomb, Horace, 5
New Deal, 37, 97–98
New Frontier. See Kennedy, John F.
New Right. See Conservatives
News and public affairs programming, 5–6, 23(n1), 37, 51–52, 54, 114–116
archives, 188–189
and deregulation, 183–184, 190
election coverage, 94, 97, 104–105, 113, 149–150
and labor movement, 77–78, 110
and oppositional viewpoints, 50, 102, 105, 110, 187–188
professional codes in, 113–114
public television, 187–188, 202
reduction in, 65–66, 94, 169–170, 183–184, 186, 190
as symbolic construct, 111–113, 159

News Twisters, The (Efron), 54
New technologies, 13, 16, 24(n7), 89, 184, 185
and consumer ethic, 28–29
oppositional viewpoints exclusion from, 219–220
positive uses of, 24(n10), 182, 220–222
suppression of, 40–41, 42, 69(n6)
and viewer control, 75, 78, 125
See also Radio
New World Entertainment, 85
Nicaragua. See Central America, Reagan’s policy
Nielsen ratings, 73
“Nightline,” 187
Nimmo, Dan, 136, 148
Nisbet, Robert, 4
television as adversary of, 2, 3, 4, 54, 69(n12), 98
See also Vietnam War, Watergate
Noriega, Manuel, 243, 247–248, 256–257(n7)
Bush’s connections with, 161, 162, 164, 165, 175(n6), 241, 244–245, 246
North, Oliver, 69–70(n12), 143, 144, 145, 146, 162, 250
and Contra arms/drug ring, 236, 242, 244, 248
“Enterprise,” 247
and FEMA, 148, 237
as hero, 141, 147, 234, 238
Novak, Robert, 165
NPR. See National Public Radio

Obscenity, 64, 122
O’Conner, James, 118
October Surprise scandal, 161–162, 164, 228–233, 238, 249, 256(n1)
Officer and a Gentleman, An, 61
Oppositional viewpoints. See Labor movement; Mediating role of television; Oppositional viewpoints, exclusion of; Oppositional viewpoints, representation of

Oppositional viewpoints, exclusion of, 9–10, 14, 101, 129, 139
and corporate control, 45, 94
in entertainment programming, 120–121
new technologies, 219–220
and political apathy, 105
on public television, 202–203
radio, 36–37, 68(n3)
Oppositional viewpoints, representation of, 63, 107–110, 122–123
couragement of protest, 78, 102, 119–120
importance of, 189–190
and intra-industry conflict, 119
1970s, 57–59, 116, 119
and profit imperative, 52–53, 120
and public access television, 208–211
sixties social movements, 50, 54–55, 67, 116, 120
Oreskes, Michael, 151
Out of Control (Cockburn), 245
Owens, Robert, 236
“Ozzie and Harriet,” 44, 45

Paley, William, 31, 94
Paper Tiger Television, 212, 213
Parenti, Michael, 6, 16, 20, 99, 115, 129, 142, 172
Perry, Robert, 171, 234
Pastora, Eden, 171, 236
Patman, Wright, 197
“Patterns,” 44
Pay television, 40, 69(n6)
PBS. See Public Broadcasting Service
Pells, Richard, 30
Phillips, Kevin, 4
Plante, Bill, 147
Playboy Channel, 216
Playboy magazine, 231–232
Pluralism, 5, 10
Poindexter, John, 146, 147, 248, 250
Police shows. See Action/adventure shows
“Police Woman,” 121
Political dialogue. See Democracy; Mediating role of television
Political participation. See Democracy
Politics of Communication, The (Lashner), 98
Pollock, Frederick, 10
Popular Culture Association, 5
Postman, Neil, 124
Postmodern theories, 13-14, 134, 158-161, 176(n9)
Powledge, Fred, 54
Prison revolts, 102
Private Benjamin, 61
Professional codes, 91-92, 106, 113-114, 118-119
Profit imperative, 8, 19, 42, 76-77, 92, 119
in cable television, 74-75
and conservative hegemony, 1980s, 61, 144, 168-175
and constraining role of television, 143-144
and news and public affairs programming, 111, 113
and oppositional viewpoints, 49-50, 52-53, 101-103, 110-111, 120
and programming, 8, 32, 33, 43, 44-45, 75, 76, 180
See also Advertising; Corporate control of media
Program commercials, 184
Programming, 8, 94, 105
and Cold war, 45-46, 50, 51
lowest common denominator, 76, 94, 180
and profit imperative, 8, 32, 33, 43, 44-45, 75, 76, 180
See also News and public affairs programming
Progressive era, 30, 31
Propaganda model. See Instrumentalist theories
Public access television, 182, 188, 207-215, 217-218, 224(n11)
Public affairs programming. See News and public affairs programming
Public Broadcasting Service (PBS), 201-203, 204, 235, 236
Public interest, 25, 30, 35, 92-95, 185-191
Public radio, 182, 206
Public Service Responsibility of Broadcast Licenses (Blue Book), 93
Public television, 49, 182, 187-188, 201-207
“Pursuit of Happiness, The,” 37
Quayle, Dan, 155, 156, 157, 158, 161, 165, 175-176(n7)
Quintex Australian Ltd., 82
Quiz shows, 41, 45, 50
Raboy, Marc, 180
Radicals, 9, 14, 15, 23(n2), 36, 52, 54
views of television, 3, 6, 69(n11)
See also Instrumentalist theories; Oppositional viewpoints
Radio
corporate control of, 25-37, 39, 40
deregulation of, 64, 65-66
professional codes, 91
public, 182, 206
Radio Act of 1927, 32
Radio Corporation of America (RCA), 27, 28, 29, 31, 33, 35, 68(n4)
GE merger, 66, 82, 84-85, 172, 198, 250
and television, 37, 38, 39
Radulovich, Milo, 47
Radzimski, James, 238
Rafsanjani, Hashemi, 230, 232
“Rainbow Brite,” 196
Rainbow Network, 85
Rajagopal, Satya, 77
Rapping, Elayne, 6
Rather, Dan, 146-147, 150, 242, 244
Ratings system, 43, 73, 75, 76, 119, 168.
See also Profit imperative
RCA. See Radio Corporation of America
Read, William H., 81
Reagan, Ronald
celebration of wealth, 60-61, 62, 121, 142
Central American policy, 9, 63, 136, 138, 140, 142, 171
Challenger disaster, 106
and Contra arms/drug ring, 248
and election of 1988, 60, 134, 135, 142, 161-162
and Fairness Doctrine, 64, 183, 189
incompetency of, 135-136, 140, 141
manipulation of media, 105, 135-139, 141-142, 153
and production/syndication rules, 163
redistribution of wealth under, 121, 181–182, 223(n3)
scandals under, 141, 164–165, 171, 177(n13)
tax policies under, 9, 21, 98, 135, 139
USIA under, 88
See also Conservative hegemony, 1980s;
Deregulation; Iran-Contra affair;
October Surprise scandal
"Reality programming," 66, 170
"Red Channels," 46
Red Lion case, 1967, 93
Reel, A. Frank, 79, 205
Regan, Donald, 137–138, 144, 146, 250
Report of the International Commission
for the Study of Communication
Problems 1980. See MacBride Report
"Requiem for a Heavyweight," 44
"Rhoda," 121
"Riptide," 62
Rivera, Geraldo, 170
Robinson, Michael, 105, 117
Roddenberry, Gene, 51
Rodriguez, Felix, 143, 236, 241–242, 243, 244, 245–246, 248
Rogers, Joel, 128, 135, 221
Rogin, Michael, 136
"Roll of Thunder, Hear My Cry," 57
Roosevelt, Franklin D., 37, 97–98
"Roots," 57, 119
"Roseanne," 121
Rosenberg, Bernard, 5, 41
Ross, Tom, 254
Rothman, Stanley, 4
Ruling class
concept of public good, 185
conflicts within, 7, 9, 15, 17, 20, 48, 52, 55, 72, 79, 101
and mass culture, 11, 16–17, 19
as monolithic, 7, 16–17, 99
Rupp, Heinrich, 232
Ryan, Michael, 55
Ryan, Richard, 246
suppression of, 40, 69(n6), 216–217
"Saturday Night Live," 58
Sauter, Van Gordon, 169
Savan, Leslie, 151, 158
Savings and loan crisis, 98, 107, 192, 222–223(n2)
Sawyer, Diane, 172
Schieffer, Bob, 141, 150
Schiller, Herbert, 6, 85, 87, 90, 94, 185, 206, 250
Schneider, William, 156
Schorr, Daniel, 118, 162
Schudson, Michael, 128, 136
Schwartz, Tony, 124
Scott, Peter Dale, 249–250
Secord, Richard, 69–70(n12), 143, 148, 236, 247, 248
"See It Now," 47
Sexual revolution. See Sixties social
movements
Sharon, Ariel, 170
Shaw, Bernard, 165
Sheehan, Daniel, 256(n4)
Shirer, William, 37
Shooshan, Harry M., 206
Shultz, George, 144, 249, 250
Sick, Gary, 233
Siebert, Fred S., 91
Siegelaub, Seth, 85
Siepmann, Charles A., 5, 33, 35, 42
Silberman, Laurence, 228
Silvers, Jonathan, 231
Simons, Howard, 108
Simulations (Baudrillard), 159
Singer, Robert D., 128
Sitcoms. See Situation comedies
Situation comedies, 41, 42, 45, 50, 58–59, 76
Sixties social movements, 3, 15–16, 17, 23(n5), 88, 128
and programming, 50–55, 67, 119, 120, 122
See also Oppositional viewpoints
"60 Minutes," 107, 135–136
"Skag," 121
Sklar, Holly, 56, 151, 251
Skornia, Henry, 3, 5
"Smothers Brothers, The," 51
Smythe, Dallis W., 33, 40, 76
Smythe, Ted Curtis, 3
Snepp, Frank, 249
Soap operas, 33, 36, 41, 58–59, 60–61, 61
Social Construction of Reality, The
(Berger and Luckmann), 126
Social struggles. See Oppositional
viewpoints; Sixties social movements
Solomon, Norman, 45, 167
Soviet Union. See also Cold war;
Communist countries
Specials, 76
Spencer, Stuart, 165
Stack, Robert, 60
Stahl, Leslie, 118
“Star Trek,” 51
State
— corporate merger with, 87, 90
— vs. government, 99
— regulation of media, 12, 30, 32, 35–36,
  39–40, 91, 92, 99, 130(n8)
— state corporate capitalism, 10, 39
See also Governments; Legitimizing
role of television.
Stein, Ben, 4
Stevenson, Robert L., 4
Stewart, Potter, 93
Stock market crash, 1987, 108
Stoler, Peter, 11
Stone, David, 202
“Strike Force,” 60
Stripes, 61
Structural Transformation of the Public
Sphere, The (Habermas), 11, 13
Sullivan, Ed, 43, 46
Superheroes, 36–37
Swing, Raymond, 37
Swingewood, Alan, 41
Syndication/production rules, 163–164,
172, 180, 252
Systems maintenance. See Legitimizing
role of television

“Tailgunner Joe,” 57
“Tales of the Golden Monkey,” 61
Tank, 61
Tax policy, 9, 21
Tebbel, John, 90
Technocapitalism, 13, 24(n7), 89–90, 94
Technology. See New technologies
Teeley, Peter, 151
Tele-France, 215, 216
Television, positive views of, 2, 5, 23(n3),
  75

Television: A Struggle for Power (Waldrop
and Borkin), 37
Television industry
— conflicts within, 111, 117, 118–119
— conservatism of, 171–172
— labor force in, 8
— and McCarthyism, 46
— production/syndication rules, 163–164,
  173, 180
— transnational corporations, 80–82, 85,
  87–88
— and Watergate, 56
See also Corporate control of media;
Netowrk system
“Tenement, The,” 50
Theory. See Critical theory
“Thirtysomething,” 63
“Three’s Company,” 59
Threlkeld, Richard, 243
Timberg, Bernard, 189
Time magazine, 167, 170
Time-Warner Corporation, 13, 66
Tisch, Laurence, 180
Tisch Corporation, 66, 169
“Today’s FBI,” 60
“Today” show, 254
Toffler, Alvin, 125
Top Gun, 138
Tower Commission Report, 147, 231, 238
Transnational corporations, 13, 26, 42,
  66, 68(n5), 80–82, 85, 87–88
Trent, Barbara, 237
Tri lateral Commission, 110, 251
Tuchman, Gaye, 6, 74
Turner, Ted, 169
TV3 (New Zealand), 82
“20-20,” 170

Udall, Morris, 197
UHF. See Ultra High Fidelity
Ultra High Fidelity (UHF), 40, 42
United Fruit Corporation, 26, 29
“Untouchables, The,” 60
USIA. See U.S. Information Agency
U.S. Information Agency (USIA), 85, 88
U.S.-Soviet relations. See Cold war

Van Deerlin, Lionel, 205
Variety shows, 42–43
Very High Fidelity (VHF), 42
VHF. See Very High Fidelity
Index

Video. See New technologies
Vietnam War, 2
television criticisms of, 51-52, 53, 55, 72, 100, 102, 118, 202, 203
television legitimation of, 9-10, 50, 51, 62-63, 98, 111, 115
See also Cold war
Viguerie, Richard, 60
Violence, 2, 23(n3), 67, 101, 128. See also Action/adventure shows
Voice of America, 88

Waldrop, Frank, 37
Warner Communications, 66
"Washington: Behind Closed Doors," 57, 58, 119
Watergate, 146
television exposure of, 70(n13), 72, 93, 100, 147-148, 234
television protection of government, 56, 98, 111
Wealth, celebration of, 60-61, 62, 121, 142
Weaver, Pat, 43
Weber, Max, 219
Weinberger, Caspar, 249, 250
Western Electric, 28
Westerns. See Action/adventure shows
Western Union, 29
"West 57th Street," 170, 235, 242, 245
Westinghouse, 26, 28, 29, 35
Westmoreland, William, 170
"Wheels," 57, 119

White, David, 5, 41
White, Stephen, 89
Wicker, Tom, 106
Will, George, 171-172
Williams, Raymond, 29
Wilson, Flip, 120
Wilson, Woodrow, 27
"Winds of War, The," 61
Winston, Brian, 38-39
Winston, Walter, 108
Wolfe, Alan, 221
Wolff, Robert Paul, 193, 194, 195
Women
exploitative programming, 59, 120, 121
liberated portrayals of, 51, 72, 120, 121, 122, 129
See also Oppositional viewpoints
Woodruff, Judy, 242
Woodward, Bob, 162
Working class, 8, 11, 16-17, 21, 44, 77, 121. See also Oppositional viewpoints
Worldnet, 88
"World News Tonight," 243
"Worldvision," 80
World War I, 27
World War II, 37, 39, 42, 68(n5), 128
"World War III," 61
Wright, Robert, 164, 172
Young, Owen D., 27, 28
"Young Lawyers, The," 54
Ziv television company, 46