

## **Chapter 7**

### **Phonograph**

- Early sound recording machine invented by Thomas Edison
- Played back on a cylinder
- First recording was Marry had a little lamb – lasted only 10 seconds
- 1877
- Accidental invention
- Put aside to work on electric light bulb
- Problems with the cylinder: couldn't be mass produced and didn't last very long

### **Gramophone**

- Used flat discs rather than a cylinder
- Invented by Emile Berliner
- He viewed it as an entertainment device
- Could be reproduced easily – allowed publishers to produce mass high qualities

### **Telegraph**

- 1844
- Samuel Morse
- Allowed messages to be sent electronically (traveled through a wire)
- Problems – wire could break, number of messages sent

### **Wireless telegraph**

- Point to point communication took that used radio waves to transmit messages
- Guglielmo Marconi

### **Marconi & the invention of radio**

- American Marconi worker Sarnoff addressed director with radios potential as a popular mass medium (Radio music box memo)
- Sarnoff didn't invent radio but was the first person to send out entertainment over the radio

### **One-to-one communication**

- Wireless telegraph
- Wireless telephony

### **David Sarnoff & the Radio Music Box memo**

- American Marconi worker Sarnoff addressed director with radios potential as a popular mass medium (Radio music box memo)
- Sarnoff didn't invent radio but was the first person to send out entertainment over the radio

### **Network**

- Company that provides common programming to a group of broadcast stations

### **RCA, NBC & CBS**

- RCA (Radio Corporation of America)
  - Created by 4 companies combined:
    - GE – made radio transmitters
    - AT&T – telegraph
    - Westinghouse – owned a number of patents
    - United fruit – improved technology when using radio with boats on banana plantations
  - Had over 2000 patents combined
  - Founded NBC
- NBC (national broadcasting company)
  - July 22, 1926
  - Red network – entertainment and music
  - Blue network – news and culture (non-sponsored programming)
- CBS (Columbia broadcasting system)
  - 1927
  - William Paley

### **Frank Conrad**

- Sunday afternoon concerts

### **Radio Act of 1927 & Communications Act of 1934**

- Radio act of 1927
  - Federal Radio Commission (later FCC)
    - Grant license
    - Assign frequencies and power levels of stations
  - Early precursor of equal time provisions

#### **Golden age of radio**

- 1920s to 1940s
- Wide range of programming available

#### **Soap operas**

- Started in 1930s
- Amos n Andy
  - January 1926 in Chicago
  - Whit actors depicting African Americans in a pejorative
  - NCAA condemned

#### **BBC**

- British Broadcasting Company
- Created in 1922
- Licensed first station in 1923
- Officially called BBC in 1927
- Public monopoly - nationalized in 1927
- Funded by taxes on radio receivers
- Role in opposition to Nazis (broadcast in over 40 languages during WWII)

#### **War of the Worlds**

- Orsen Wells
- October 30, 1938
- Impact

#### **Edward R. Murrow**

- Key phrases - credibility ("This is London" "Goodnight and good luck")
- Language - common
- Background sounds
- Objectivity - reading from British papers

#### **Hi Fidelity & FM**

- High Fidelity
  - 1935
  - Combination of technologies that allowed

records to produce records more accurately

- Electronic phonograph helped pave the way

#### **Transistor**

#### **Social Music**

- Music people played and sang for each other at home or in other social settings

#### **R&B, Rock 'n' roll, race records**

- Rock n roll
  - Featured new instruments like the electric guitar
  - Brought together traditions from hillbilly music to rhythm and blues
  - Development spurred by WWII as cultural phenomenon because blacks and whites mixed socially

- Race records
  - Recordings by popular black musicians
  - Become known as R&B
- R&B
  - Emerged when it did for a number of reasons
  - African American musicians gained respect when white artists recorded cover versions of black songs

#### **British invasion**

- 1963 - one British band found on billboard charts
- 1964 - 34 found on billboard charts
- The Beatles, The Rolling Stones, The Who
- Concept albums

#### **Changing reason for the popularity of radio**

#### **Format radio**

- Radio programming set up to appeal to a narrow audience

#### **All-sports radio**

#### **Public radio**

**Clear Channel**  
**Webcasting**  
**Podcasts**

## **Chapter 8**

### **Etienne-Jules Marey**

- Interested in the study of motion
- Particularly interesting in showing changes of animal movement
  - Test of Darwins ideas
- Repeated photos of people/animals in motion (1882)
  - 12 photos in 1 second
  - Exposure of 1/720 a second
  - Arguably the first camera to take motion pictures

### **Eadweard Muybridge**

- British
- Hired to settle a \$25,000 bet
- 12 cameras evenly spaced around a racetrack (1877)
- 24 cameras (1879)
- Zoopraxiscope – project images onto a screen
- Americas 1<sup>st</sup> motion picture – Occident trotting
- Edison turned to him for help

### **Kinetoscope**

- Edison first described in 1888
- Developed by William Kennedy, Laurie Dickson between 1889 and 1892
- 50 ft of continuous moving loop of film
- Viewed by 1 person at a time

### **Nickelodeons**

- Theaters where tickets cost 5 cents
- Popular in American cities

### **Producers, distributors, & Exhibitors**

#### **Thomas Armat & Vitascope**

#### **Auguste-Marie & Louis-Jean Lumiere**

- French brothers 1894
- Created cinematographe – a portable movie camera that could also be used as a projector

#### **Georges Melies & A Trip to the Moon**

- One of the earliest films to tell a story rather than record everyday life
- Featured special effects such as a spaceship hitting the man in the moon in the eye

### **National Board of Censorship or the National Board of Review of Motion Pictures**

- Name was quickly changed to National Board of Review of Motion Pictures
- Approved movies – early on 20% not approved
- Started announcing best 10 movies of the year in 1930

### **Edwin S. Porter**

- Expanded on Melies ideas to create one of the first hit movies in the US
- Made movies for Edison
- 1902- The Great Train Robbery
- First to use artificial lighting and other film techniques

### **The Great Train Robbery**

- 1902- The Great Train Robbery
- First to use artificial lighting and other film techniques

### **D. W. Griffith**

- Initially hired by porter while still with Edison
- Later joined biograph
- Created epic movies that captured an entire nations imagination
- Created the first modern feature – length film
- Birth of the Nation

### **Composition, pacing, editing & montage Feature length film**

- D.W. Griffith
- Ran for an hour or more

### **A Birth of the Nation**

- D.W. Griffith
- 1915
- Told the story of the KKK in the years following the Civil War
- Ran over 3 hours
- Cost more to see it

### **Mack Sennett & Keystone**