#### Prof. Martin Štoll, Ph.D.: CONTEXTS OF TELEVISION

Internal study material of Faculty of Social Sciences, Charles University Prague





Italian journalist, writer, philosopher, semiotist and professor Umberto Eco (1032-2016) also analyzed popular culture. Among his many publications, the book *Apocalittici e integrati* (1964) (Partial English *Apocalypse Postponed*, 1994) is also inspiring, followed by two chapters: Defense of Mass Culture and Impeachment of Mass Culture. They reflect on the positive and negative aspects of the phenomenon.

In connection with our conception, I would like to use this principle and apply it to the issue of television and develop the previous chapter.



DEFENSE	
OF TELEVISION	J

#### IMPEACHMENT OF TELEVISION

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# What is now the position of television in the contemporary world of convergence and globalization?

- 1) Television stays even in the era of interactivity ONE OF THE TYPES OF COMMUNICATION
- 2) Television is actively ADAPTING FOR NEW SITUATION (technics, interactivity, channels, contents, aestetics)
- 3) Its POWER is NOT still TRIVIAL
- 4) Its developing will be continued A LOT OF MONEY WAS PUT IN RECYCLATION of present contents – archives
- 5) Digitalisation opens FURTHER SPACE, that will need new creativity
- 6) Technology IS NOT GUILTY, important is the way of using it
- 7) New television (Quality TV) is a CHALLENGE OF CREATIVITY
- 8) Television is even CHALLENGE FOR PEDAGOGUES AND STUDENTS

## **TELEVISION IS**

IMPORTANT PLAYER IN THE AUDIOVISUAL MARKET THE RELATIONSHIP TO FILM – CINEMATOGRAPHY QUALITY TV Principle

## **TELEVISION IS**

IMPORTANT PLAYER IN THE DATAS PACKAGES IN PRIVATE USAGE THE PART OF DATA FLOWS

#### WE SHOULD

STUDY TELEVISION UNDERSTAND TELEVISION FOLLOW TELEVISION MAKE THE TELEVISION LIMIT WIDER AND WIDER



Umberto Eco and Václav Havel in Prague

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