

The Power and Philosophy of Advertisement, Entertainment, Media, and Music:

"We become what we behold. We shape our tools
and then our tools shape us."

~ Marshall McLuhan, *Understanding Media*

Consider the following Quote:

"The Fact is incontrovertible: People
today live 'by the media' whereas
once they lived 'by the book.'"

~ William Kuhns,

The Electronic Gospel

Consider the following Quote:

Art at its most significant is a Distant Early
Warning System that can always be relied on to
tell the old culture what is beginning to happen
to it."

Everybody experiences far more than he
understands. Yet it is experience, rather than
understanding, that influences behavior.

~ Marshall McLuhan

Consider the following Quote:

"Visual imagery can be brilliantly effective in
reinforcing established ideas or in shaping opinions.
Viewers simply cannot help but be 'rippled' by the
emotional gut-wrenching influence of huge moving
color images backed by stereo sound."

~ Randy Salzman,

Atlantic Journal Constitution
(May 19, 1991, p.D1).

Consider the following Quote:

"Film and visual entertainment are a pervasively important
part of our culture, an extremely significant influence on
the way our society operates. People in the film industry
don't want to accept the responsibility that they had a hand
in the way the world is loused up. But, for better or worse,
the influence of the church, which used to be all-powerful,
has been usurped by film. Film and television tells us the
way we conduct our lives, what is right and wrong."

~ George Lucas

George Lucas, quoted by Aljean Harmetz in "U.S.C.
Breaks Ground for a Film-TV School," *New York Times*,
Nov. 1981. p.C16.

Consider the following Quote:

"Movies are powerful. Good or bad, they tinker
around inside your brain. They steal up on you in
the darkness of the cinema to form or conform
social attitudes..."

In short, cinema is propaganda."

~ David Putnam, producer of *Chariots of Fire* and
The Mission.

Movieguide, Nov. 1990, pg. 13.

Consider the following Quote:

Vladimir Lenin described the motion picture as "...the most powerful tool for shaping men's minds ever invented."

Consider the following Quote:

"If you can write a nation's stories, you needn't worry about who makes its laws."

~ Dr. George Gerbner

Consider the following Quote:

"I think that we have created a new kind of person in a way. We have created a child who will be so exposed to the media that he will be lost to his parents by the time he is 12."

~ Singer David Bowie.

Consider the following Quote:

"Whoever controls the media, the images, controls the culture."

~ Poet Allen Ginsberg.

Consider the following Quote:

"Today, television tells most of the stories to most of the people most of the time...it's the most persuasive medium we have."

~ Dr. George Gerbner-Dean of Annenberg School of Communications, Washington Times, Sept. 28, 1987.

Consider the following Quote:

"Films, television programs and music have a unique ability to infuse the popular culture with a particular message."

~ Norman Lear's, Environmental Media Association, Promotional Literature.

Consider the following Quote:

“The basic mission that EMA [Environmental Media Association] was founded upon in 1989 (another ‘hot year’ for green) was that integrating environmental messages into entertainment can and will effect lifestyle changes and it is more relevant than ever. It's our responsibility to take the opportunities to incorporate logical behaviors in all of our series and films.

Consider the following Quote:

Just as a set is dressed to approximate ‘normal life’ so should the elements of a ‘greener lifestyle’ be on display. If all filmmakers would really listen and create product with the green elements that many of us demand in our personal lives, then perhaps the environment will be ‘trend-proof.’”

~ Debbie Levin, *Green Light: News from the Environmental Media Association* (Fall 2006).

Consider the following Quotes:

Writers, directors, and producers view themselves as “crusaders for social reform in America. They see it as their duty to restructure our culture into their image....[television and media entertainment] should be a major force for social reform.”

~ Lichter, Lichter, and Rothman, “Hollywood and America: The Odd Couple” *Public Opinion* (Dec/Jan 1983), pg. 55.

Consider the following Quote:

“The frightening thing is that it has become clear now that simply recognizing the artificiality of something does not ensure immunity to that thing.”

~ Dr. John Miller, professor at John Hopkins University.

Consider the following quote on propaganda:

“The frightening thing is that it has become clear now that simply recognizing the artificiality of something does not ensure immunity to that thing. Simply knowing that you’re a object of propaganda is not enough in itself to armor one against the appeals of propaganda.”

~ Dr. John Miller of John Hopkins University.

Consider the following:

“...the film industry can capture and idea and make it glamorous and gorgeous so that the audience isn’t even aware that they’re embracing something they never would have embraced before.”

~ Actor Tom Hanks, *New Dimensions* (June 1992), pg. 13.

Consider the following dialogue in the movie, *Sweet Liberty*:

- "I mean do you realize who goes to see movies? 80% of them are between the ages of 12 to 22. And you know what kids like?"

- "What?"

- Well, this may sound silly to you, but kids go completely ape if you do three things in a picture: Defy authority, destroy property, and take people's clothes off.

-From the movie *Sweet Liberty* by Universal Pictures.

Consider the following:

"Besides the emotional impact of films, there is something deeper about them that changes our lives. Our participation in these cinemyths helps alter the consciousness of society, either for good or ill, depending on the myths portrayed."

~ Geoffrey Hill, *Illuminating Shadows: The Mythic Power of Film*, pg. 4.

Consider the following:

"I believe the properly manipulated image can provoke an audience to the Burroughsian limit of riot, rampant sex, instantaneous death, even spontaneous combustion... The raw materials of inspiration include elements as primal and potentially frightening as violence, sex, and death."

~ Gus Van Sant (who directed the movie, "My Private Idaho" with Keanu Reeves and River Phoenix) in *L.A. Style*, December 1991, pg. 139.

Consider the following:

In a Rolling Stones interview with acclaimed director David Cronenberg:

"Nothing is true. (Morality) is not absolute. It's only a human construct, very definitely able to change and susceptible to change and rethinking. And you can then be free. Free to be unethical, immoral... Ultimately, if you are an existentialist and you don't believe in God and the judgment after death, then you can do anything you want: You can kill, you can do whatever society considers the most taboo thing.... Yes, I'm putting art in opposition to religion-or as a replacement for religion."

~ *Rolling Stones* (Feb.6, 1992), 69. He has directed most recently, *History of Violence*; other films include *Dead Ringer* and *Friday the 13th*.

Compare two mindsets:

"The only way to get rid of temptation is to yield to it." ~ Oscar Wilde.

vs.

"...and lead us not into temptation, but deliver us from evil." Jesus Christ, Matt. 6:13.

How Should We Then Live?

1. Do you agree that we are being impacted and even exploited by the entertainment and advertisement industries?
2. Does the lust of material goods seen, heard, and touched in advertisements, media, music, and motion pictures drive our economy?

How Should We Then Live?

3. Does ideology, money, or both primarily drive the entertainment and advertisement industries?

- Oliver Stone's, "The Doors"; Ron Howard's "Da Vinci Code"; Tom Cruise's, "Mission Impossible?" How about the recent song, "Buttons" by "Pussycat" or Madonna's infamous "Erotica?"
4. Is the problem with Hollywood, TV., music, media, and images primarily with them or us? Well, consider the following statement:

For the sinful nature desire
what is contrary to the
Spirit..."

~ Galatians 5:17

1. Delight in God and His ways.

"Blessed is the man who walks not in the
counsel of the ungodly...
but his delight is in the law of the Lord,..."

~ Rom. 1:1a, 2a.

2. Be Transformed by the Word of God and actively resist conformity to the world.

"Do not be conformed to this world, but be
transformed by the renewing of your mind."

Romans 12:2a.

3. Protect your heart!!!

"Watch over your heart with all diligence
for from it flow the issues of life."

~ Prov. 4:23.

4. Focus and what is Virtuous.

"Finally, brethren, whatever things are
true, noble, just, and pure; whatever
things are lovely and of good report; if
there is any virtue and anything worthy
of praise-let your mind dwell on these
things."

~ Philippians 4:8

5. Stay away from those things that have no positive value.

“I will set no worthless thing before my eyes;...”

~ Psalm 101:3a

6. Fix yourself on what glorifies God.

...Set your heart on what pertains to higher realms; where Christ is seated at God's right hand. Fix your mind on things above, not on the things of this earth.”

~ Colossians 3:1b,2.

7. Meditate on the following passages:

1. Genesis 1:26-27; 3:4; 6:5;
2. Isaiah 26:4; 50:10;
3. Prov. 1:1-7; 3:5-6; 8;
4. Psalm 19:7-11; 37:5; 118:8;
5. Ecclesiastes 9:3;
6. Jeremiah 17:9;
7. Zephaniah 2:3;
8. Mark 7:21; 12:30;
9. Matthew 6:22-23; 6:33; 13:9; 15:19; 24:4;

10. Luke 16:13;
11. John 8:44;
12. Rom. 2:24; 8:6;
13. 1 Corinthians 6:9; 15:33;
13. 2 Corinthians 2:11; 4:4;
14. Galatians 5:22-23; 6:7;
15. Ephesians 4:23; 5:6; 5:11; 6:12;
16. Colossians 3
17. James 4:7-8;
18. 2 Thess. 2:3;
19. 1 Pet. 1:24;
20. 1 John 3:7.

8. Remember that story telling, music, and images serve as a powerful medium of influence- for both good and evil.

9. The church alone cannot fight the battle media driven propaganda and exploitation: we must fight it at home as well in view of the internet usage, TV, music, and videos we watch.