DGMD 4810 Radio and Television History

*Radio-Television Mirror* Analysis (15 points)

Assigned: Tuesday October 1 in class

**Due: Monday October 28 by 11:59pm to D2L Dropbox**

We will informally discuss your findings in class on Tuesday October 29

For the second project in this class you will be reading an issue of *Radio and Television Mirror*, available at the Media History Digital Library ([mediahistoryproject.org](http://mediahistoryproject.org/)). You will find the magazine listed on the right side of the screen, under “Explore Our Collections.” Choose the link “Broadcasting & Recorded Sound Collections (1896-1964). Under “Extensive Runs” you will find the *Radio Mirror* (1934-1963). The magazine changed its name several times over the years, so your issue may have a slightly different title. However, they are all listed under *Radio Mirror*.

For this assignment will be thinking about several things as you examine your issue. First, what type of audience do you think the magazine was attempting to reach? What kinds of products and/or services are advertised, and how? What radio and television programs are featured or written about? Do they focus on radio and television stars, writers, directors, or the general entertainment business? Are other kinds of entertainments discussed, such as film or theatre? What kind of information is presented in the articles? Are there fictional short stories printed in the issue? If so, what kind of story is it? What kinds of photographs and/or drawings does it feature? Does it feature any contests or games? Does it cover currents events? If so, how? Overall, please write about how all of the elements of this magazine come together to tell you something about the state of radio and television in the 1950s and the types of readers who might be drawn to these magazines.

This assignment is designed to serve as a formal analysis of one historical object related to radio and television. Just as we are doing by listening to radio programs and watching television shows, by reading this issue I am asking you to step back in time and experience a small microcosm of the 1950s. While you don’t need to read every word of this magazine, you will have to read some of the articles and skim others to get an understanding of your issue. This paper does not need a formal thesis statement. Instead, please use the first sentence or two of the paper to introduce the issue you read for this assignment.

In order to fully detail your findings, this assignment should about 3-4 pages. What I want: A clear analysis of the thoughts and ideas found in this magazine. What I do not want: A summary of everything in its pages. It is not enough to say that that it had a soap advertisement, followed by an advertisement for hand lotion, followed an article about a television star. Look at those ads and articles—to whom do you think they are speaking? Is that who we are to assume is the magazine’s intended reader?

Issue assignments for *Radio and Television Mirror*. Please be aware that these issues of *Radio Mirror* are bundled on the website. You can either read them on the site or download several issues that are bundled together. Please pay attention to the issue before you begin reading—If you read the wrong issue, you have not completed the assignment properly. Please let me know if there is a problem with your issue (incomplete scan, etc.) and I will assign a different issue.

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| Student names here | *Radio-TV Mirror* Volume 41 Issue 2 January 1954 |
|  | *Radio-TV Mirror* Volume 41 Issue 3 February 1954 |
|  | *Radio-TV Mirror* Volume 41 Issue 4 March 1954 |
|  | *Radio-TV Mirror* Volume 41 Issue 5 April 1954 |
|  | *Radio-TV Mirror* Volume 41 Issue 6 May 1954 |
|  | *Radio-TV Mirror* Volume 42 Issue 1 June 1954 |
|  | *Radio-TV Mirror* Volume 42 Issue 2 July 1954 |
|  | *Radio-TV Mirror* Volume 42 Issue 3 August 1954 |
|  | *Radio-TV Mirror* Volume 42 Issue 4 September 1954 |
|  | *Radio-TV Mirror* Volume 42 Issue 5 October 1954 |
|  | *Radio-TV Mirror* Volume 42 Issue 6 November 1954 |
|  | *Radio-TV Mirror* Volume 43 Issue 1 December 1954 |
|  | *Radio-TV Mirror* Volume 43 Issue 2 January 1955 |
|  | *Radio-TV Mirror* Volume 43 Issue 3 February 1955 |
|  | *Radio-TV Mirror* Volume 43 Issue 4 March 1955 |
|  | *Radio-TV Mirror* Volume 43 Issue 5 April 1955 |
|  | *Radio-TV Mirror* Volume 43 Issue 6 May 1955 |
|  | *Radio-TV Mirror* Volume 44 Issue 1 June 1955 |
|  | *Radio-TV Mirror* Volume 44 Issue 2 July 1955 |
|  | *Radio-TV Mirror* Volume 44 Issue 3 August 1955 |
|  | *Radio-TV Mirror* Volume 44 Issue 4 September 1955 |
|  | *Radio-TV Mirror* Volume 44 Issue 5 October 1955 |
|  | *Radio-TV Mirror* Volume 44 Issue 6 November 1955 |
|  | *Radio-TV Mirror* Volume 45 Issue 1 December 1955 |
|  | *Radio-TV Mirror* Volume 45 Issue 2 January 1956 |
|  | *Radio-TV Mirror* Volume 45 Issue 3 February 1956 |