I give you bitter pills in sugar coating. The pills are harmless; the poison is in the sugar.

Stanislaw Lec.
The Spectacle is not just a collection of images. It is the medium of communication between images and is the means by which the real world is interpreted.

A STRIKE by council typists over what has been called "the gobbledygook machine" was averted at Bradford last night after seven hours of talks. The Metropolitan District Council had intended to become the first local authority in Britain to use computer-typing.

A typist using it would need only to press a key once to print entire stock paragraphs of the type used by local government officers.
Do you reflect the right image?

Cosmetic Surgery

The Park Clinic is a luxurious clinic fully licensed for all surgical procedures.

Public Relations.
By PAUL VOGLE

who was on the last plane out of Da Nang, South Vietnam, yesterday

ONLY the fastest, the strongest and the meanest of a huge mob got a ride in the last plane from Da Nang yesterday.

The mass media is Spectacular. Even in extremis it is unable to see itself as a participant in real life.
At 9:38 A.M. on July 15th, 1974, about eight minutes into Suncoast Digest, a variety show on WXLT-TV in Sarasota, Florida, anchorwoman Chris Chubbuck, 30, looked straight at the camera and said:

"In keeping with Channel 40's policy of bringing you the latest in blood and guts in living color, you're going to see another first—an attempt at suicide."

Whereupon, she pulled a gun out of a shopping bag and shot herself fatally in the head.

Instead it turns real life into a Spectacle — and participates in that.
The Spectacle offers 'new lamps for old'. Powerless and alienated in our real community it encourages us to live the community life of Ambridge, Crossroads or Coronation Street. All is counterfeit.

**WANTED**

**ACTORS** to take part in feature film about **PUNKS**
Must be prepared to stick safety pins through nostrils, earlobes, etc.

Please apply to Box No. 157, The Stage.
"TELEVISION'S not the truth! Television's a Goddamned amusement park! Television's a circus... We're in the boredom-killing business... We lie like hell. We'll tell you that Kojak always gets the killer, and that nobody ever gets cancer in Archie Bunker's house. And no matter what trouble the hero is in, don't worry, just look at your watch... at the end of the hour he's going to win. We'll tell you any shit you want to hear.

Take it home.
Plug it in.
And while it may not look like the biggest thing in the room, it'll certainly sound like it.
So confident — it can even taunt us with our own gullibility.

It's not the Beatles... but you won't believe it.  

A multi-media musical experience
Does your life match up to the Spectacle?
You and your family can start on an incredibly exciting journey to the most inaccessible, wild, wonderful parts of the world with Time-Life Books’ breathtaking and unique series on The World’s Wild Places.

Writers, photographers and explorers have waded through snake-infested jungles, navigated treacherous rivers and braved virtually unknown territories to create this spectacular series.

To start you off on your journey we will send you The Himalayas – a fascinating volume illustrated with page after page of superbly reproduced full colour photographs – to read and enjoy in your home FREE for 10 days’ examination, as your introduction to The World’s Wild Places.

Isn’t real life best left to the experts?

....... Enjoy.
The producer sells; the consumer buys; and the commodity gets sold. The T.V. companies produce the programmes; the advertisers
Culture.
That really big commodity. The one that sells all the others.

Life to the experts?

Enjoy.
The mass media turns real life into a comic strip. "The Black Panther", "The Jackal", "The Penguin". The blood is real but the language is the language of Gotham City.

Many of the officers were wearing a special Julie tie, designed by Detective Constable Alun Morgan of Avon and Somerset. It shows a silver circle of 11 clasped hands—representing the 11 police forces from which Drugs Squad officers were selected for the team. Inside the circle is an ear of rye from which the basic substance for producing LSD—ergotamine tartrate—is derived.

The Judge said the media had rightly given tremendous coverage to the "amazing detective work".
Saigon. A memo correcting the initial text has now been sent out by Central Current Affairs Talks External Broadcasting. For “liberation of Saigon” please read “Communist take over of Saigon” and for “liberation forces” please read “Communist forces” throughout.

In the right words.

David Holmes was critical of the way in which ‘Today’ that morning had set the start of the Thorpe trial, the ‘trial of the century’, alongside an item about a man who played ‘Rule Britannia’ on his armpits. (8.5.79)

In the right order.
It is well documented that on successive occasions when the Irish people sought to resist British rule, the anti-Irish joke emerged in Britain.

The current bout of joke propaganda concentrates on the Irishman as 'thick'. The jokes began with the emergence of the Northern Ireland situation in 1969 and received their biggest promotion on the 'Comedians' television series. As always in the past, the jokes help the British Government's line in Northern Ireland — sustaining the story that there is a religious one between people who are 'thick' and who haven't any logical reason for behaving as they do. The troops are presented as heroically keeping the peace.

Without a mass media there can be little effective propaganda .......... with it there is very little else.
<table>
<thead>
<tr>
<th>Network</th>
<th>Viewership millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coronation St, Wed, Granada</td>
<td>13.40</td>
</tr>
<tr>
<td>Coronation St, Mon, Granada</td>
<td>12.95</td>
</tr>
<tr>
<td>Winner Takes All, Yorkshire</td>
<td>12.85</td>
</tr>
<tr>
<td>The Paul Daniels Magic Show, BBC</td>
<td>12.75</td>
</tr>
<tr>
<td>Crossroads, Tue, ATV</td>
<td>12.20</td>
</tr>
<tr>
<td>In Loving Memory, Yorkshire</td>
<td>11.90</td>
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<tr>
<td>Crossroads, Thu, ATV</td>
<td>11.77</td>
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<tr>
<td>Crossroads, Wed, ATV</td>
<td>11.51</td>
</tr>
<tr>
<td>Crossroads, Mon, ATV</td>
<td>11.48</td>
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<tr>
<td>Longfellow, Thames</td>
<td>11.55</td>
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<tr>
<td>The Krypton Factor, Granada</td>
<td>11.40</td>
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<tr>
<td>Rosie, BBC</td>
<td>11.35</td>
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<tr>
<td>Emmerdale Farm, Thu, Yorkshire</td>
<td>11.05</td>
</tr>
<tr>
<td>Don't Just sit There, Yorkshire</td>
<td>10.95</td>
</tr>
<tr>
<td>Voyage To The Bottom Of The Sea, film, BBC</td>
<td>10.45</td>
</tr>
<tr>
<td>Emmerdale Farm, Tue, Yorkshire</td>
<td>10.10</td>
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<tr>
<td>Kids, LWT</td>
<td>9.85</td>
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<tr>
<td>Petrocelli (US), BBC</td>
<td>9.70</td>
</tr>
<tr>
<td>Wildlife On One, BBC</td>
<td>9.65</td>
</tr>
<tr>
<td>You're Only Young Twice, Yorkshire</td>
<td>9.60</td>
</tr>
</tbody>
</table>

'You might just as well say,' added the March Hare, 'that "I like what I get" is the same thing as "I get what I like".'
The Monty Python film, Life of Brian, will not be seen in Harragate because the council's film selection sub-committee has banned it without seeing it.

The committee took its decision largely on information contained in a 'very factual' statement from the Festival of Light. The festival admitted in the statement that it had not seen the film of its own.

Councillor Harold Hitchen, chairman of the committee, said the film was felt to be "extremely offensive"
Sometimes the mass media will even bite the hand that feeds it.

Michael Heseltine, the Environment Secretary, condemned the BBC’s coverage of the anti-cuts demonstration in Lambeth, London, saying ‘The battle against inflation is too critical to allow slap-happy selective journalism to undermine the national will to defeat inflation’, (Sunday Times, 18.11.79).

but it will never bite it off.
In the early 50's the U.S. television programme "This is your Life" brought a Japanese priest who had survived, and aided the victims of, the Hiroshima bombing, face to face with the airforce officer who dropped the bomb. The compere had the two men shake hands and smile for the camera.

It's only Rock n' Roll
TECHNOLOGICAL VALIUM
Another evening's programming
from THAMES TELEVISION

Programming?
Isn't that what they do
to computers?
The debate on Thames was cancelled, and replaced with a film about a fox which drinks lager.