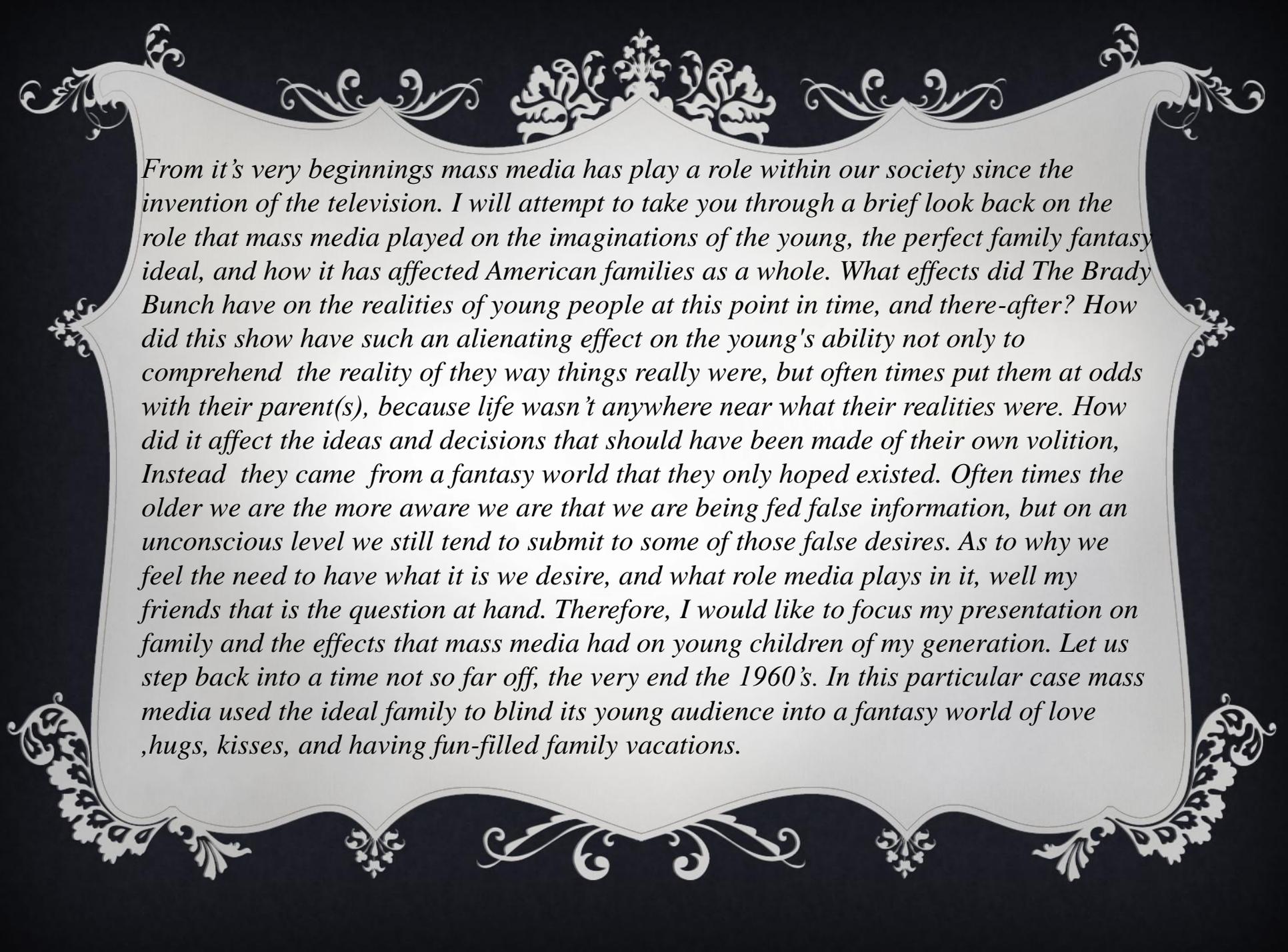


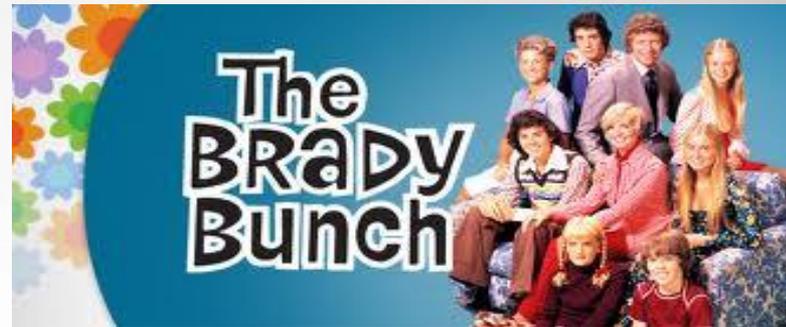


*Critical Theory: The Cultural Industry,
and our unconscious acceptance of the
fabricated ideologies passed through
mass media.*

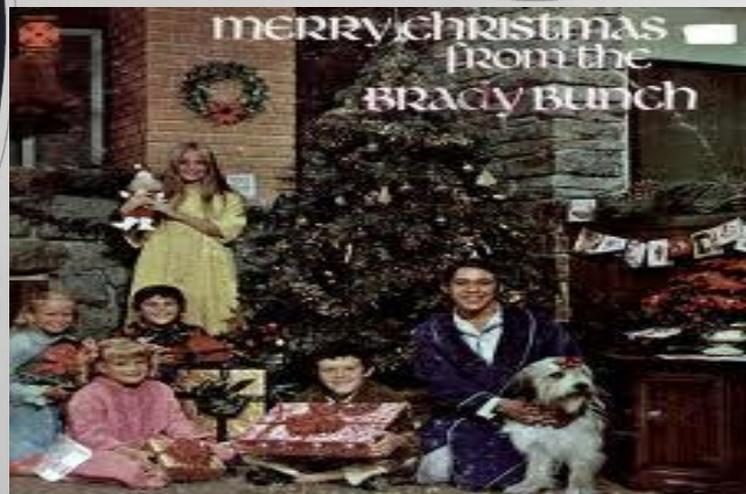


From its very beginnings mass media has played a role within our society since the invention of the television. I will attempt to take you through a brief look back on the role that mass media played on the imaginations of the young, the perfect family fantasy ideal, and how it has affected American families as a whole. What effects did The Brady Bunch have on the realities of young people at this point in time, and there-after? How did this show have such an alienating effect on the young's ability not only to comprehend the reality of the way things really were, but often times put them at odds with their parent(s), because life wasn't anywhere near what their realities were. How did it affect the ideas and decisions that should have been made of their own volition, instead they came from a fantasy world that they only hoped existed. Often times the older we are the more aware we are that we are being fed false information, but on an unconscious level we still tend to submit to some of those false desires. As to why we feel the need to have what it is we desire, and what role media plays in it, well my friends that is the question at hand. Therefore, I would like to focus my presentation on family and the effects that mass media had on young children of my generation. Let us step back into a time not so far off, the very end of the 1960's. In this particular case mass media used the ideal family to blind its young audience into a fantasy world of love, hugs, kisses, and having fun-filled family vacations.

THE ALL AMERICAN LOVING FAMILY.







merry christmas
from the
BRADY BUNCH



Brady Bunch Guide to Hawaii

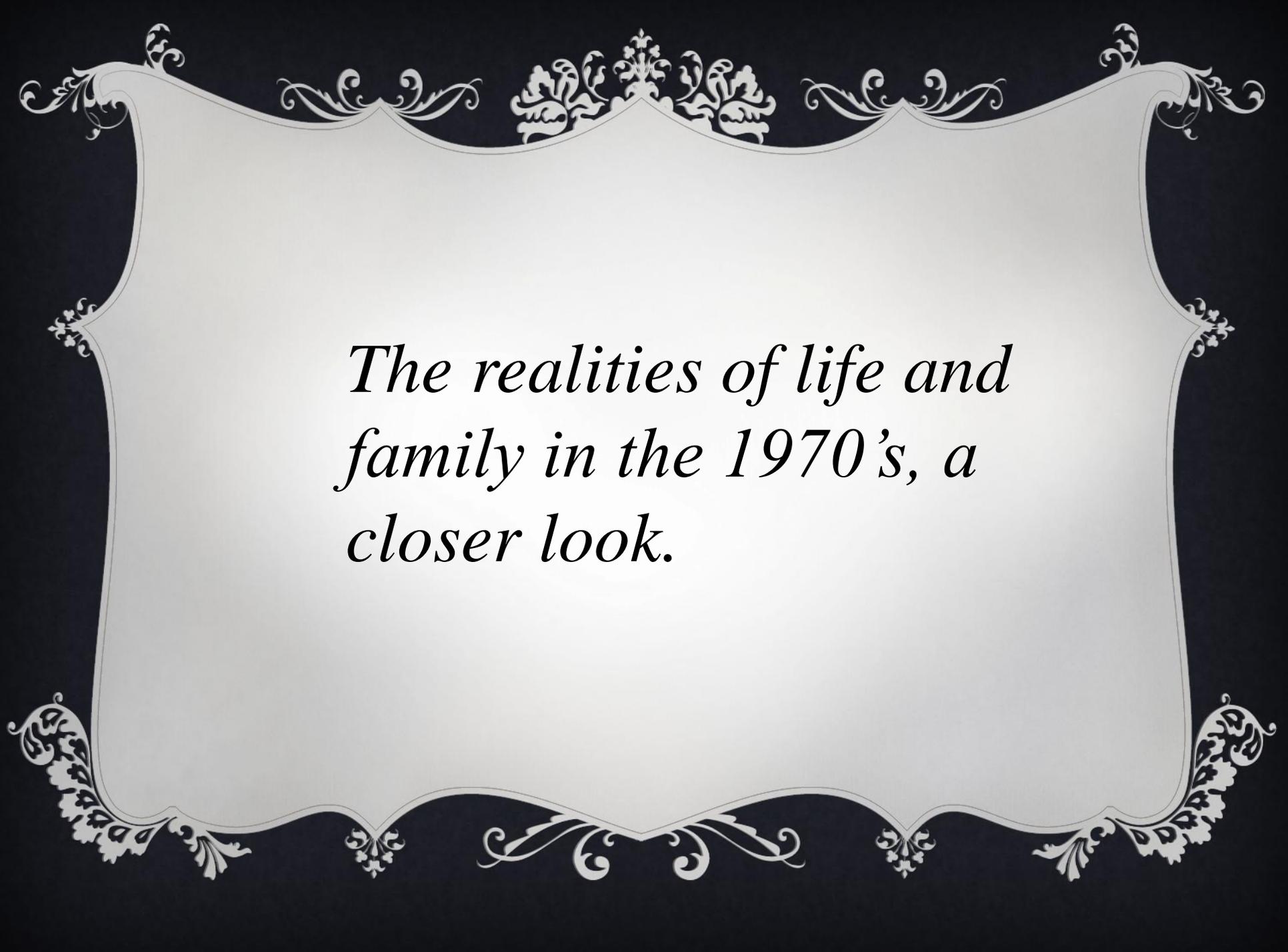








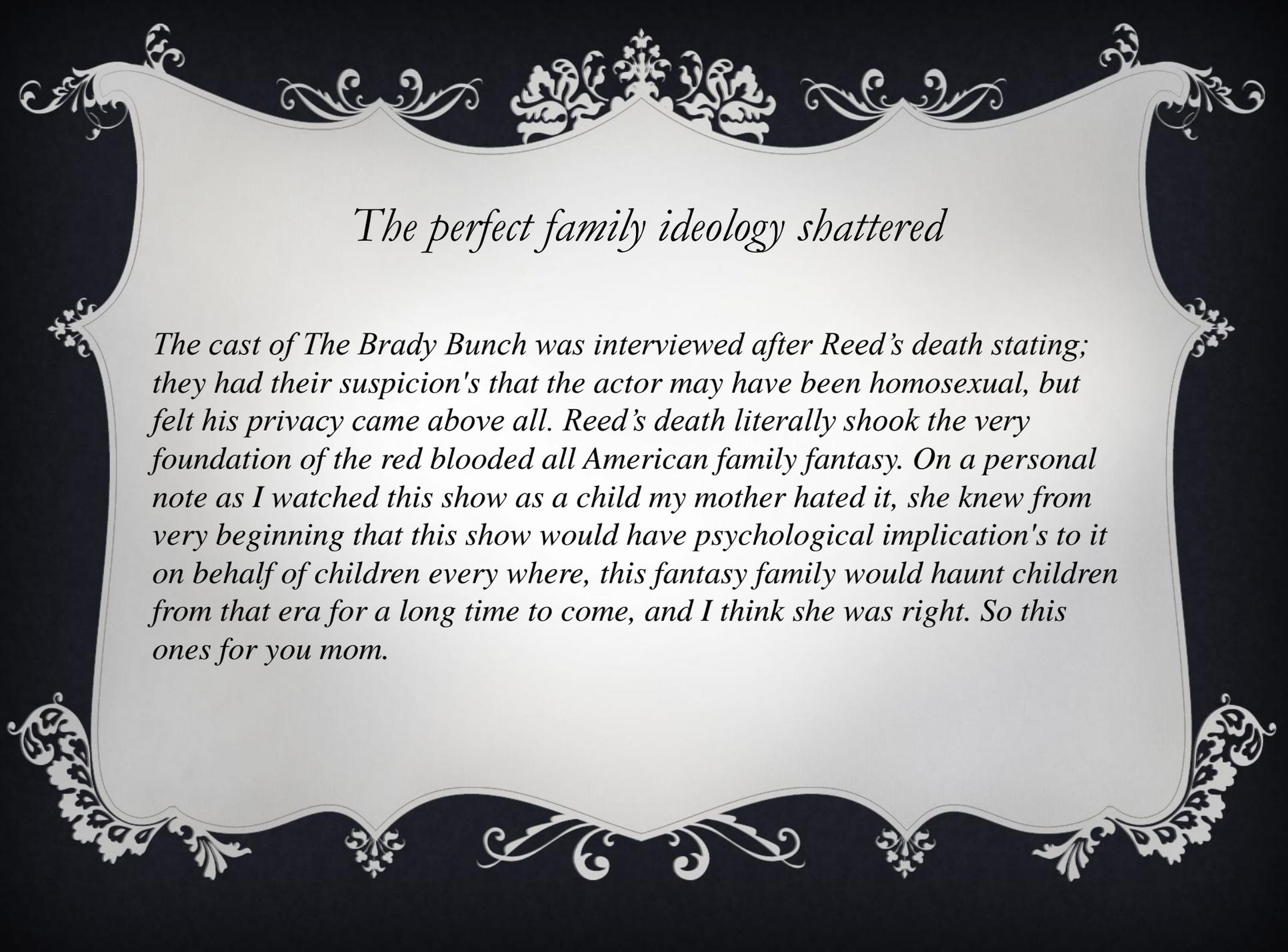
In the previous slides my attempt was to show the audience a perfect example of the effects that this television show had on millions of children during this time frame. The alienation that ensued between parents and children lasted for years after the shows beginnings leaving in its path children feeling as though something was missing from their lives, a real family, The Brady Bunch Family. It's quite obvious that the mass of society did not live like this, my personal belief is this damaged the very ideology of what family was, and it lacked a real perspective of society. I grew up in a single family home with no money, and for reasons beyond my mothers control, my brother and me rarely received any real affection. I felt alone then and I still do, and to be honest that show will always float around some-where in my subconscious mind until the day I leave this earth, remembering the resentment I felt toward my mother because my life was nothing like the illusory life of the Brady's. My point here is I'm sure we can all imagine when we were children how we fantasized about what the perfect family was, the perfect guy, the perfect wedding day, etc.... but one thing is for certain in more cases then not our lives were very different from what this television show portrayed to it's viewers. The sociological effects that this make-believe fantasy family had on the unconscious mind of children was nothing short of despicable. Submission to these fantasies lead to what I believe was serious unconscious feelings of inadequacy, often times making the child feel as though there was something wrong with them.



*The realities of life and
family in the 1970's, a
closer look.*

ROBERT REED DIES AT AGE 59 FROM AIDS





The perfect family ideology shattered

The cast of The Brady Bunch was interviewed after Reed's death stating; they had their suspicion's that the actor may have been homosexual, but felt his privacy came above all. Reed's death literally shook the very foundation of the red blooded all American family fantasy. On a personal note as I watched this show as a child my mother hated it, she knew from very beginning that this show would have psychological implication's to it on behalf of children every where, this fantasy family would haunt children from that era for a long time to come, and I think she was right. So this ones for you mom.

In the spirit of digging a little deeper actress Maureen McCormick who played Marsha the eldest sister confessed that she' took cocaine and dated (intimately) her TV brother' Barry Williams who played the eldest son Greg on the sitcom. The actress was forced into several interventions by friends and family, and did several stints in rehab. There were reports of a lesbian affair between McCormick and Eve Plum (Jan), and added that McCormick was enormously jealous because Eve Plum because she had developed into a women faster than McCormick had, which led to feeling of inadequacy on McCormick's part, and tension on the set. The bottom line here is this fabricated reality portrayed to millions of children brought on false sense of family, and children fell victim to this deception far beyond what some will ever understand, let alone understand the repercussion's that came with this straight out lie, it still lingers inside some to this day, my self included; being a person who has no family, I still feel my self thinking where's my Brady Bunch family, all the while thinking it's still possible (obedience), but extremely improbable.