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TELEVISION MEANS FILMS

WHAT needs to be specially borne in mind about television, as distinct from radio, is that the new medium depends fundamentally on the projection of moving images and their reception on a screen. For various reasons these moving images are usually recorded on cinematograph film before being transmitted; and this is frequently true even in the case of "direct" telecasting of sports events and other major "news" items. These are facts of even more significance to New Zealand than to larger countries. For television is a peculiarly voracious medium—it uses up programme material at a much faster rate than radio. And this is largely so because of another special quality arising from the very nature of the new medium: its appeal to the eye rather than to the ear. It is a characteristic of aural memory that it is less responsive and less accurate than visual memory. So, to put it briefly, there is much music we never grow tired of hearing but very few films we can enjoy seeing more than once.

Thus TV not only demands films but demands a very great number of them. Even in America, where an enormous quantity of "live" talent (or so-called talent) is offering, TV schedules cannot possibly be kept running on direct studio performances alone. To produce, say, a telecast version of a full-length play requires an outlay in money, time and trouble equivalent to that required for bringing it up to performing standard for a full theatrical season, and almost equivalent to producing a feature motion-picture. As a general rule, such outlay can only be made possible by recording the performance on film, so

that it becomes available for subsequent transmissions by other TV stations. This applies also to sporting and other news items. In New Zealand this problem must be magnified by our comparative shortage of local resources and talent. Therefore, even for TV programmes occupying at the outset only a few hours daily (or even weekly) from a limited number of stations, there will have to be a preponderant use of material already recorded on film. By the time TV is being introduced here, it can be taken for granted that a large supply of this material will be available for importing from overseas producers.

Special Factors in N.Z.

At this point another special factor enters into the local situation. Because the film industry in New Zealand is at present a fully licensed and to a large extent a protected one, wrapped around by a complex pattern of Acts and Regulations designed not only to provide censorship supervision over all film-exhibiting but also to protect the industry itself against uneconomic competition, the advent of television is likely to bring to the fore some problems of a kind not known in (for instance) America, where the film business is subject neither to overall statutory censorship nor to licensing control.

But while the whole subject of film censorship may have to be looked at in the light of the new conditions created by TV, the licensing of exhibitors, distributors, and theatres will possibly need even closer examination. For it is, of course, on the exhibiting and distributing side of the film business, not the producing side, that the full impact of television makes itself felt. While TV demands the making of more,

The second of two articles by GORDON MIRAMS on the developing relationship between television and the cinema.

not fewer, films than before, it does not—and probably will not—demand theatres for them to be shown in—certainly not to the extent that the movie industry at present needs theatres. Already the effect of this is to be seen in the closing of some thousands of movie houses in the United States. In some of these cases, TV may have been the decisive factor rather than the whole cause: but ultimately a similar effect can scarcely be avoided in New Zealand. In the Age of Television there may still be a place for the smaller, more intimate type of movie theatre. Yet it is probably not fantastic to suggest that in ten years' time many of our big "picture palaces" will have been converted into factories and warehouses.

Social Consequences

On the social and educational side, TV seems destined to have far-reaching effects on the community at almost all levels and ages, causing changes and adjustments in home and family life, in methods of teaching and in homework for children, in reading habits, in social attitudes, perhaps even in physical make-up. "Nothing in a hundred years has so drastically affected the American home as has TV," said the *Hollywood Reporter* recently, with a degree of exaggeration which may be smiled at. Yet the implications of this statement cannot be laughed away. At a conference of Post-Primary Teachers of English held in Wellington at the end of August, consideration was given to

"THE LISTENER" CROSSWORD

(Solution to No. 575)

E	S	C	H	S	C	H	O	L	T	Z	I	A
A	H	O	U	I	E	B						
R	H	O	M	B	U	S	T	O	A	D	Y	
T	I	S	T	E	L	S						
H	A	R	E	G	L	O	R	I	O	U	S	
E		B	E	A	U							
N	I	C	K	E	L	O	R	I	S	O	N	
O	A	I	Y									
P	A	N	O	R	A	M	A	S	C	O	W	
A	F	S	P	O	H	H						
C	R	O	O	K	O	B	S	C	E	N	E	
E	R	I	S	S	R							
D	E	M	O	N	S	T	R	A	T	I	V	E

Clues Across

- Robber.
- Our west wind is seldom this.
- Berry, fruit and vegetable.
- Writer of no mark, but it makes an impression.
- Trail on covers (anag.)
- Course it's a good distance.

- Most of us are (3, 10).
- N.Z. fish that almost grunts.
- He certainly sees many plays or pictures
- Where 16 down was to be found.
- A jockey sometimes rides a counterfeit.

Clues Down

- Find out this one yourself.
- Adhesive material.
- Bury the French with 2 down for binding together.
- Bestowal of hospitality and exhibition to interest or amuse.
- Resembling salt beginning with a ring.
- Soft whisper with lustre.

Even a puzzler must rest, and for several weeks R.W.C. will be on holiday. But before going she found a deputy, T.W.C., whose style seems as close to hers as his initials. His first puzzle appears at right.

- Sum total garment.
- Orange makes donkey of Persia.
- Southern radio station.
- Goods thrown out and washed ashore.
- Shylock was one.

No. 576 (Constructed by T.W.C.)

1	2	3	4	5	6	7
8				9		
				10		
11						
13	14				15	16
17						
18					19	
20					21	

N.Z. LISTENER, DECEMBER 14, 1951.