

Mills on Media

(It's everywhere, it's everywhere !)

by Stephen R. Mills

The university year draws quickly to a close. Campus clubs, organizations, and institutions (including the Dalhousie Gazette) begin to terminate their activities for the session.

Likewise, I must bring to an end "Mills on Media". Its influence (if any) will perhaps conclude with this last installment. Yet the awesome influence of mass media continues.

Throughout the past few months, I have tried to explain that influence and have tried to show some of its good and bad effects. I have received many comments, both pro and con, on the opinions I expressed and I have been asked many questions. Therefore, let me in this, my last bit of writing

in this vein for some time, try to explicitly restate my position. Let this be my manifesto on mass media.

Mass media is a combination of man and machine for the purpose of communicating ideas. These ideas may be in the form of facts as in televised news, sports, weather, etc. They may be in the form of opinions as expressed in public affairs television, newspapers, films, art, and music. They may be in the form of entertainment as in all media forms. Finally, these ideas may be a combination of all three and, indeed, they usually are: facts, opinions, and entertainment, combined for a purpose.

The purpose of honestly com-

municating ideas is to promote understanding between people with different ideas. Once an understanding is reached, it is time for mass media to become a forum for intelligent argument and debate - discussion that will result in a final uniform agreement on the issue.

What kind of issues should be dealt with through mass media and how should they be handled? Every issue that affects the individual in a nation or in the world, - be they social political, economic, moral or whatever. They must be handled by all media forms and in the methods mentioned above (factually, subjectively, entertainingly). Handling of facts calls for "objecti-

ty". Handling of opinions calls for reasonable moderation, great intelligent analysis and forethought. Entertainment also calls for intelligence and insight.

Finally, who will handle facts, opinions, and entertainment? Who will integrate the three into a vast media network dedicated to the one Cause, maintaining the high standard the Cause demands?

The answer must be the professional media-men. At the present time, they are not performing this task. They, like all of us, must be educated as to the correct goals to which they must devote their talents and their energies. They will need help from the powered people in government and finance, from reli-

gious and social leaders. Most important of all, they will need help from the people, the all-powerful people who, through their efforts, have created mass media, the technological tool that can save them from the many other horrors The People have initiated and tolerated.

Revolution is the by-word. But not revolution through wanton destruction of material and ideological establishments - not revolution through anarchy - not revolution through fear. Revolution must come through a change in the world mind - a change mass media can realize. **Revolution through communications evolution!**

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- The independent investigation of truth.
- The foundation of all religions is one.
- Religion must be the source of unity.
- Religion and science must be in harmony.
- Equality of the sexes.
- Religious and racial prejudice and superstition must be overcome.
- Universal peace.
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