

Network as a reflection of television impact on peoples life

Literature



To begin with, it must be said that the story begins with the notion of law ratings of Howard Beale's program and intention of its consequent closing. This is the starting point of the main character's madness which leads him to recognition by the audience as a diviner telling people the things they know perfectly but don't hear from television as a guideline to follow. And there is a mature man and a kind of orator who becomes the cats-paw of the mercantile television producers whose main purpose is the progress of ratings for an increase of the income. Howard Beale is not perceived as a human and colleague but the means of earning plenty of money through his capacity to draw people's attention by his open-minded understanding and air-casting of the social world order. The climax of his prophetic speeches gets out in the moment when he orders the tired of life humans not to keep anger inside of them: " All I know is that first, you've got to get mad. You've got to say, 'I'm a human being, God damn it! My life has value!' So I want you to get up now. I want all of you to get up out of your chairs. I want you to get up right now and go to the window. Open it, and stick your head out, and yell, 'I'm as mad as hell, and I'm not going to take this anymore!'" (Quotes)

That is how Howard Beale helps people to wake up by his words pronounced in his crazy manner. Another ugly truth is disclosed to his followers is the true nature of television principles which aim only at the largest number of audiences and go to all lengths for the gaining success, including the central one - the lie. " But, man, you're never going to get any truth from us. We'll tell you anything you want to hear; we lie like hell. You're beginning to believe the illusions we're spinning here. You're beginning to think that the tube is reality and that your own lives are unreal ... In God's name, you

people are the real thing! ' We' are the illusion! So turn off your television sets. Turn them off now" (Quotes). And finally, humans have turned off their TV-sets after the public murder of the mad TV-host who is of no profit for television monsters any longer. It is shocking, turning, and speaking point which underlines the main theme of the movie, namely: the killing off by television any project that doesn't bring money. Moreover, it is a metaphorical plane on the common evil role of the tube for every involved in it person. In conclusion, the movie's idea is on the front burner to the current life as well due to the remaining leading part of television in our world.