

# Marketing



**ASSIGN  
BUSTER**

This paper is about how movies and television programs influence our culture and environment. The movie chosen for this paper is “ Spiderman” and the TV show chosen is “ Larry King Live”. To discuss about the movie, Spiderman is about a teenager, Peter Parker, who in a chance encounter gains extraordinary powers. He morphs into a flying bird like form who can vault from building to building and over neighborhoods. The movie portrays how Spiderman uses his powers to combat evil in the city.

However, the movie also shows how as a teenager growing up without his own father, he is often conflicted and this conflict that he faces leads to the death of his guardian, Uncle Ben and when he confronts the alter ego, Green Goblin, who is the embodiment of evil as well as the father of his best friend. Though he manages to kill Goblin, when his friend Harry arrives on the scene, he has to hide the fact about Goblin’s true identity as Harry’s father. Spiderman walks away from the scene with the words of Uncle Ben, “ With great power comes great responsibility” echoing in his ears.

Thus, the conflict that is portrayed in the movie is about how with power comes a responsibility to make sense of the complex world and wield power in a responsible manner. This is applicable to the project of American expansion abroad where the US and its government have to confront evil as well as behave with responsibility. The movie was a record grosser and part of the success of the movie had to do with the way it sends a message to the leaders to act in a sensible manner. Power has to be wielded in the real world considering the Janus faced human nature. However, it has to be tempered with caution and prudence lest it might create more enemies in the process. This is the essential conflict facing the US in its “ War on Terror”.

The TV show chosen is Larry King Live and this show airs on a daily basis throughout the week on CNN. It is no exaggeration to say that Larry King is one of the most influential people in the US and this is mainly due to the appeal he has on audiences, both domestic and international. The show interviews people who have been in the news and takes us into the inner landscape of these newsmakers. Larry King probes and probes real hard. The show grossed record audiences in the run up to the Presidential election of 2008 with the appearance of the campaign teams from both sides including the candidates as well. The way in which it covered the national conventions along with the campaigns of the respective candidates was interesting and had a profound effect on the way Americans voted in 2008. The show has been running for well over a decade and half now and King has played host to virtually all the prominent personalities in the US in this period.

The effect of this show on culture and environment is due to the fact that Larry King takes us behind the news and gives us the reasons behind the actions of the news makers. King is very effective in building up personalities as was evident during the 2000 presidential election. However, the show tries to be non-partisan and gives coverage to all sides of the political and economic spectrum. Though this assertion may be contested by the critics of the show, viewers would attest to the balanced nature of the program.