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Culmination Project

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ENT 4499

Culmination Project Proposal

Introduction

In my time at City Tech, I have learned about scenery drafting and construction, Video editing, cinematography and sound. I have worked on several set builds in Technical my production class. My goal when I graduate is to become a professor in the field of film production, and to become the great director that I aspire to be. As a professor of film, in any level, will allow me to express the artistic aspect of film production.

Project Description

My culmination project is titled; "Rewire: The misrepresentation of the American People". Rewire is a Documary short regarding our consumption of media, from early readings to our current time, and how it has molded a dark tradition within our lives. This 10 minute Short will be a condensed version of the full documentary in which we will revisit some historical facts, take a journey through advertising methods and goals; then view our methodical methods on how deal with social media is absorbed, including the traps and pitfalls that we encounter on a daily basis, not to mention why it is so difficult for us to avoid. My goal is to show how media has been influencing the emotions of the people in America.

Methods

Rewire will be broken down into 4 segments:

The first segment will be footage that I have gathered from around the city of people on their personal electronic devices consuming media. This will be done in parks, the NYC subway system and various public locations such as parks.

The second segment will reflect on advertising, its history and the Hypodermic model

effect. this will further expound on the the information from the first segment.

The third segment will be an example of the practice of the media from the beginning of the early 20th century, and move forward to the present time with proof of the media manipulating a situation to instigate hate and disconnection between various communities of color. This will cover the Tulsa Oklahoma incident and the relation to how the media parcel their information in the current time.

The fourth segment will show how the media handles police brutality between African Americans and Caucasians, specifically, when an African American is confronted as opposed to when a Caucasian American is confronted. The difference, and the outcome and of why, hypothetically speaking.

This film will allow me to research various situations to come to my conclusion:

1. Tulsa museum of history
2. Youtube : actual news accounts
3. Video footage of people using technology instead of interacting
4. Statista.com
5. Google search for images of subliminal messages

Projected Deliverables

- Canon T2I
- Zoom
- Avid
- Protools
- Boom Operator
- Schedule

300 hours of work to complete this project

1. Pre Production
60 hours in February @ 3hrs per work day
2. Production

60 hours in March @ 3hrs per work day

3. Post Production

60 hours in April @ 3hrs per work day

Required Resources

Youtube

Footage of people using electronic devices

Fox news resources

Still images of subliminal messages

(Valerie Richardson, Washington Times 2015) Malcolm X (HTTP:www.Goodreads.com)

The **hypodermic model** (also known as the **hypodermic - syringe model**, **transmission - belt model**, or magic bullet theory) is a **model** of communications suggesting that an intended message is directly received and wholly accepted by the receiver “. (Wikipedia) <https://www.fbi.gov/crime-in-the-u.s/2013/crime-in-the-u.s.-2013/.../table-43>

www.dailywire.com/.../5-stories-you-need-know-about-cops-killing-aaron-bandler

Google Search Engine www.thecounted.com

The hardest thing that any American can do is to look themselves in a mirror and assess their own situation and fallacies. America, land of the free, home of the brave has been the biggest victim of constant intentional segregation and has been manipulated by propaganda for over 100 years. Our media tells us what they want us to believe about other countries and then we send our men and women to fight an enemy that has been fabricated to consume our fears. But what about our fears of terrorism right here in America? We have white supremacy, organized crime, and gangs of all nationalities that migrate across the untied states and impose fear into our neighborhoods.

To be able to grasp what the media is doing, we have to first understand how the human mind works. If you do not have any handicaps, most humans have 2 functioning ears and eyes. When we walk down the street we absorb an abundance of information that just stores itself in our brain. Birds chirping, engines roaring, that person driving in a rush honking his or her horn, multiple conversations going on at one time and kids playing are all bits of data that we retain on a day-by-day basis, and all the absorbed at the same time. Have you ever ridden public transportation with a person you don't know for a long period of time and then you don't see them anymore? Although you do not know them, because your brain stored their image, you will question yourself and say, "Where do I know you from?"

Now I want you to take a look at some images that I have found for you so that and will clearly see subliminal messages within them that you would not normally recognize but they leave and imprint in your mind as well as your child's thoughts. These images target every race creed color and even religious beliefs. (Images of SpongeBob, the lion king, various images used for advertisement with sexual

innuendos and how theatres place various posters to submit sexual content.)

This is the medias overall goal when they are sending messages to us, this applies to commercials, movies and Especially the news. (Reference Rodney king beating)

Hypodermic Effect is a model of communications suggesting that an intended message is directly received and **wholly** accepted by the receiver. (List of Assumptions)

- 1) Humans react **uniformly** to stimuli
- 2) The **medias** message is directly injected into the blood stream of a **population** like fluid from a syringe
- 3) Messages are **strategically** created to achieve desired responses
- 4) The effects of the medias messages are **immediate** and **powerful**, capable of causing significant **behavioral** change in humans.
- 5) The **public** is **powerless** to escape the medias influence.

Now if you pay attention to this you will realize that the media struck a gold mine with the Rodney King beating. And they have been milking it every since (Show the transition from the beating to the verdict and how it correlates to the model)

Let me give you two examples of how the media has manipulated situations in the past and how they practice these same methods in the present.

30 May 1921, Monday. Memorial Day Morning Tulsa Oklahoma

Dick Rowland and Sarah Page have some sort of encounter in the elevator of the Drexel Building. She screamed, possibly drawing a clerk from Renberg's, which was closed at the time?

31 May 1921, Tuesday Tulsa Oklahoma

1) Tulsa Tribune headline "Nab Negro for attacking girl in elevator" [No actual copies exist, although, Gill claims to have seen one]. "*Tulsa Historical society and museum*"

Black men gather to "face the lawless white men" (A.J. Smitherman's "The Tulsa Race Riot and Massacre") this ultimately led to the destruction of a black prosperous town. "*Tulsa Historical society and museum*"

2) On May 4th 2015 two Baltimore police officers accosted a young man whom they observed on camera carrying a revolver. The police approached the suspect and he fled, ultimately falling on his own accord and dropping his firearm. The suspect was hurt from his tumble, police cuffed him recovered the firearm and put the suspect in an ambulance to receive medical treatment. Mike Tobin of FOX News had erroneously reported that police shot a black man in the back. "*Fox News/Youtube*"

Fox News jumped the gun on their report, because Blacks who killed or assaulted by police is big news, whites in the same situation are not.

Fade to:

Ethical Journalism should be accurate and fair; journalists should be honest and courageous in gathering, reporting and interpreting information www.spj.org

Fade to: "If you're not careful, the newspapers will have you hating the people who are being oppressed, and loving the people who are doing the oppressing." — Malcolm X

These next examples that I am going to give you in no way pass judgment

I am sure that everyone in America is familiar Eric Garner, Sean Bell and Michael Brown, because of the media; they became household names when you reference police brutality. Police also killed Jeanetta Riley, Christopher Roupe, Kelly Thomas or Robert Ethan Taylor; they didn't make the mainstream media. Why? The sad reality is whites who are killed by police isnt just news.

Atlanta, Georgia Feb 2014, 17-year-old Christopher Roupe was playing Wii when he heard a knock at the door. The police were on the other side of the door to serve his father with a warrant. Christopher went to answer the door with the Wii controller in his hand. He was fatally shot as soon as he opened the door. No officers charged!

Sandpoint, Ohio July 2014 Jeanetta Riley who was A pregnant woman who was reported as addicted to meth and alcohol was taken to Bronner General hospital by her husband after making threats to kill herself.

When confronted by police she had a 3-½ inch knife and was ultimately killed.

Culpepper, Virginia Feb 10, 2012, Patricia was leaving church after giving a Sunday class when she was shot several times by officer Daniel Harmon Wright. She died from her wounds immediately. According to officials there was a report of a suspicious person inside of the parking lot of the church. Harmon-Wright is serving 3 years. Because he story did not add up to the actual account

Robert Ethan Saylor was a Down syndrome man who visited a movie theatre with his aid, wandered away from her and went back to the theatre to see the film he enjoyed again. He was approached by theatre staff and was asked to leave the premises and he refused. Three off duty officers attempted to remove Saylor and had to use 3 pairs of cuffs to restrain him. While they had him on his stomach he started to show signs of distress, he eventually died of asphyxiation. Grand Jury decided not to pursue the case.

The overall effect is if people of color do not know that whites are also victims they will think they are being targeted. The media, which withhold these accounts, know that people of color will march, where whites will go straight to the courts. If you take footage of a person of color being targeted by police and you already know how they are going to respond, you are well on your way to obtain higher ratings and selling a larger number of newspapers.

Budget (Projected)

Director \$500

Editor \$1000

Equipment

Canon \$300

Zoom
\$300

Avid
\$0

Protools \$250

Boom \$250

Story Board

Ryan Smith \$300

Voice Over

Camille Timmerman \$300

Total \$3200

Budget (Actual)

Director \$500

Editor \$1800

Equipment

Canon \$300

Zoom
\$300

Avid
\$0

Protools \$250

Boom \$250

Story Board

Ryan Smith \$300

Voice Over

Jody Torres \$300

Total \$4000

Conclusion

I am hoping that I can make my audience aware of the practices of media in all forms, so that it can be shared with family and friends to review and be mindful of what is happening within our country. Hopefully, views can be revisited and people of all nationalities can get a grasp on how we consume our media.

Annotated Bibliography.

The intent of this writing is to make readers and viewers aware of the current practices of the media. There is a code of ethics, which is incorporated into this piece, which will also prove my findings. The media has been key figure with the racial divide that is happening now within the United States.

Since the Rodney King videotape the media has capitalized off of the emotions of

American citizens both African American and Caucasians alike. This method has been a wedge between the two societies for years and the media is the source that can repair the damage. Why save it when you can make a dollar, milk the hearts of Americans. In this writing you will be given examples of how, what and why they use this approach, and how effective it can be to gain the attention of their viewers. The information was based off of the actual data and or footage given by the above stations. Using actual cases where police accidentally killed African Americans and comparing their data to the information that was given when killed Caucasians. Based off of the information given you will see a pattern that not only show intent, but proves that the media has ignored the code of ethics. Not only does this affect the relationship between African Americans and Caucasians, but also it builds continual fear and animosity towards the police force in America.

Consumers should be mindful of the media they intake and don't take it for face value. The reason is according to the FBI, there are more whites that were killed by cops than blacks, for the year 2016. This is something that needs review.

Works Cited

www.dailywire.com/.../5-statistics-you-need-know-about-cops-killing-aaron-bandler

Google Search Engine

Malcolm X (HTTP:www.Goodreads.com)

(Valerie Richardson, Washington times 2015)

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