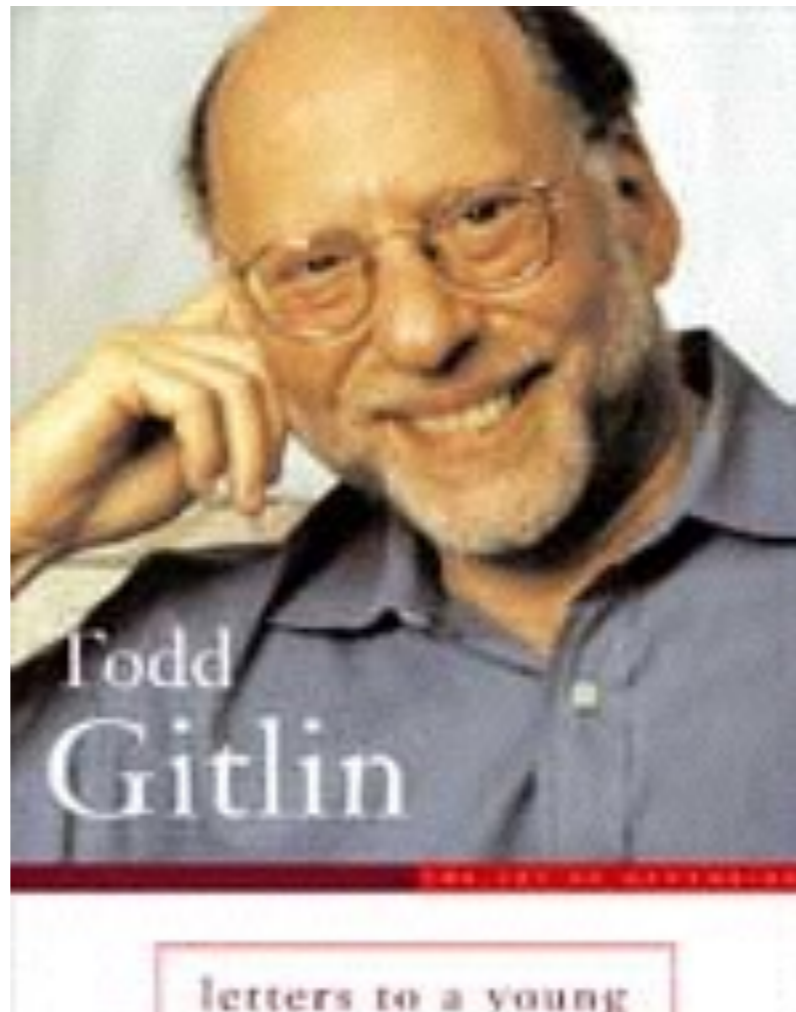


Author Overview: Todd Gitlin



Formative Influences

- The New Left and SDS
 - Distinguished from “old” left of the 1930s
 - Critical of American corporations and government; seeking grass roots democracy and individual freedom.

Formative Influences

- E.g. Port Huron Statement SDS, 1962

“The goal of man and society should be human independence: a concern not with image of popularity but with finding a meaning in life that is personally authentic: ... one with an intuitive awareness of possibilities, an active sense of curiosity, an ability and willingness to learn. This kind of independence does not mean egoistic individualism -- the object is not to have one's way so much as it is to have a way that is one's own.”

Formative Influences

- The Experience of the anti-war movement and SDS
 - Early successes
 - Later descent into chaos and theatricality
- Questions: what causes positive social change? What prevents it? What is the

Gitlin as a media scholar

- Dominant trends in 1960s media research: short term effects, narrow technical focus, highly quantitative
- What about the long term? Might the most important things be impossible to measure?
- Turn to interpretive, historical, qualitative methods addressed to the larger public, in the tradition of Toqueville, C. Wright Mills.

Work after *Whole World is Watching*

- *Inside Prime Time*: why do TV executives put on the shows they do? Coins term “television-industrial complex.”
- Later political works on 1960s and activism: how to prevent sectarianism and ineffective marginalization of left.
- *Media Unlimited* About the distracting impact of life in a media-saturated world.