CABLE TELEVISION: A NEW BARGAIN?

Recent developments in cable television have alarmed the New York community and provided a challenge to the communications industry. For the first time, the public has been given the opportunity to purchase a television service, in addition to the traditional broadcast networks, on a subscription basis. This development has raised several important issues that must be considered by both the industry and the public.

The FCC (Federal Communications Commission) has recently approved the installation of cable television in several communities, including New York City. This approval has been met with great enthusiasm by many, but also with concern by others. The primary concern is the potential for unscrupulous operators to take advantage of the public's desire for an alternative source of entertainment.

The FCC has imposed strict regulations on the operators of cable television systems, but these regulations may not be sufficient to prevent unethical practices. It is important for the public to be aware of the potential risks and to take steps to protect themselves.

One of the most significant benefits of cable television is the increased variety of programming available. With cable, viewers can choose from a wide range of channels, each offering different types of programming. This diversity can be especially valuable for minorities, who may not have access to a wide range of programming through traditional broadcast networks.

Cable television also provides a platform for local programming, which can help to foster a sense of community. Local programming can include news, weather, and other information that is relevant to the local community. This can be especially important for urban areas, where traditional broadcast networks may not provide sufficient coverage.

However, the increased variety of programming also presents challenges. For example, some viewers may be overwhelmed by the sheer number of channels and programming options. It is important for viewers to carefully consider their programming choices and to choose channels that meet their interests and needs.

Another concern is the potential for cable television to be used as a means of political influence. Cable operators have the ability to target specific audiences with specialized programming. This could be used to influence the political views of viewers, which could have implications for elections and other political processes.

It is important for the public to be aware of these potential risks and to take steps to protect themselves. Viewers should carefully consider their programming choices and should be wary of channels that are designed to influence their political views.

The development of cable television has the potential to revolutionize the way that we communicate and receive information. It is important for both the industry and the public to work together to ensure that this potential is realized in a responsible and ethical manner.