Television Competition

Television stations are presented with new competition when cable television makes distant stations available. If true, some Canadian television stations do not deliberately seek to compete for advertising revenue with the locally licensed station, they do claim portions of the market. This affects the nature of the local station and is prejudicial to the establishment of additional Canadian television service in some Communities.

The Federal Communications Commission is seeking ways of coping with this phenomenon in the United States, just as the Canadian Radio-Television and Telecommunications Commission is in Canada.

There are however certain specifically Canadian problems. Cable television has developed more rapidly in Canada than in the United States, where its spread is more limited and is even subject to governmental regulation.

A More Viable Social Reality

Consider the breadth and depth of topics as well as the easy accessibility which will be provided by the growth of VTR and EVR cassettes and mass distribution which will link into a television system. Consider how the linear sequence of film may be broken down with ease and facility by the manipulation of images enabled by the link up of a kinescope tube display screen, information stored digitally on a computer tape and the information-handling capabilities of high-speed fourth-generation computers and computer terminals. These developments can become reality when the advantages which print has held over filmic material as an academic medium. Now it will be possible to have a wider variety of in-depth specialist topics and studies which are readily accessible.

Now it will be possible to manipulate images and sequences of images in any desirable fashion, to view, review, rearrange and to pursue, print and contemplate images at any rate you want.

VTR and film can be readily extended into academia by virtue of these features and by virtue of the encouragement and information-storing characteristics. The ramifications of social theory developed from visual data can be understood by non-academics. It is therefore likely to be used by these people and, with the help of those researchers who are interested in social reconstruction, for the purpose of developing a more viable social reality for everyone.