

TECH1002-18 Social Media Innovation

Lecture Four: Visual Mediation

Introduction: Talking Heads – PsychoKiller (Stop Making Sense)

<https://youtu.be/bM9SHDNAbPw>

1. Marketing Imagination

Theodore Levitt (1925 - 2006) was an American economist and professor at Harvard Business School. He was also editor of the Harvard Business Review and an editor who was especially noted for increasing the Review's circulation and for popularizing the term globalization. In 1983, he proposed a definition for corporate purpose: Rather than merely making money, it is to create and keep a customer. https://en.wikipedia.org/wiki/Theodore_Levitt

Global Markets by Theodore Levitt

<https://youtu.be/h52W3D-tuf0>

What Every Manager Needs to Know about Marketing

<https://youtu.be/Sa6Kw-swvhY>

Globalisation of Markets

<https://youtu.be/bOIOMGMLack>

- Homogenisation
- Standardisation
- Centralisation
- Differentiation
- Globalisation
- Productisation

"New, miniscule segments and niches will certainly continue to arise within the interstices [spaces] of global homogenisation – in the future as in the past. But now the future is almost certainly a new future. The proletarian migrations of communication, travel, and transport bring us all implacably closer in all our ways, and it is our ways that define our behaviour and consumption" (Levitt, 1986, p. xvii).

2. Global Advertising – Saatchi & Saatchi

Maurice is in no doubt that he and his brother changed advertising completely. "When we began, media buying took place in the media departments of advertising agencies. We folded all our agency media departments into one centralised media buying organisation. Nowadays, all media buying is done by centralised buying organisations. We said it would be more efficient for companies to coordinate all their marketing disciplines with one supplier; people said this could never happen, and that this was just a way for us to cross-sell different services to clients. We called it one-stop shopping. Today, they call it integration and it is the holy grail of all large marketers."

<http://www.theguardian.com/media/2010/sep/06/saatchi-brothers-40-years-advertising>

History of Advertising

<https://youtu.be/b7c27ikbR20>

The Saatchi & Saatchi Story

<https://youtu.be/sB8rWFEnuqI>

3. Product Homogenisation

For decades, Theodore Levitt's notion of the homogenisation of consumer taste, as a consequence of globalisation, has been used in the marketing literature to legitimise standardisation as global strategy. Levitt's notion of homogenisation of taste refers to a worldwide desire for modern, low priced, world-standard and dependable products from the

modern, and primarily western, world. Homogenisation of taste also presupposes a homogenisation of the meanings assigned to products and a view of the customers as passive recipients of promotional activity.

<https://lup.lub.lu.se/student-papers/search/publication/1347662>

VINTAGE TV ADS 1980

<https://youtu.be/j9N8GAAjzCM>

Saatchi & Saatchi Advertising

<https://youtu.be/IOsZiwIEtG8>

While Theodore Levitt's (1983) classic article about the globalisation of markets accepted that there are fundamental disparities across different local contexts that have to be accommodated (for example, Japan's auto exporters had to adjust to the fact that the USA and continental Europe, unlike Japan, drive on the right), he argued that there was an underlying uniformity in human tastes. Levitt's vision of the globalisation of markets was that it created opportunities for firms to offer globally standardised products that are advanced, functional, reliable and low priced. While Theodore Levitt's (1983) classic article about the globalisation of markets accepted that there are fundamental disparities across different local contexts that have to be accommodated (for example, Japan's auto exporters had to adjust to the fact that the USA and continental Europe, unlike Japan, drive on the right), he argued that there was an underlying uniformity in human tastes. Levitt's vision of the globalisation of markets was that it created opportunities for firms to offer globally standardised products that are advanced, functional, reliable and low priced.

<http://www.open.edu/openlearn/money-management/management/business-studies/managing-local-practices-global-contexts/content-section-2.2>

Michael Jackson Pepsi Generation

<https://youtu.be/po0jY4WvClc>

"The goal was to make Pepsi look young and Coke look old, and Michael Jackson was in fact the choice of that generation—he was already the King of Pop, even though he hadn't declared it," Coleman says.

<http://www.billboard.com/articles/news/268213/michael-jackson-pepsi-made-marketing-history>

4. Talking Heads

Talking Heads - Psycho Killer (Old Grey Whistle Test)

<https://youtu.be/gqBgAwBfVow>

"David Byrne, Chris Frantz and Tina Weymouth all attended the Rhode Island School of design in the mid-seventies.

<http://www.talking-heads.nl/index.php/the-early-years>

Talking Heads was an American rock band formed in 1975 in New York City and active until 1991. The band comprised David Byrne (lead vocals, guitar), Chris Frantz (drums), Tina Weymouth (bass), and Jerry Harrison (keyboards, guitar). Former art school students who became involved in the 1970s New York punk scene, Talking Heads integrated elements of punk, art rock, funk, and dance music with avant-garde sensibilities to become a pioneering post-punk and new wave group. Led by the anxious, neurotic stage persona of frontman Byrne, the group produced several commercial hits and a number of multimedia projects throughout its career, and often collaborated with other artists, such as musician Brian Eno and director Jonathan Demme.

https://en.wikipedia.org/wiki/Talking_Heads

"According to John Cale, the incredible thing about Talking Heads was no one could figure out what kept them together. A charonicle of the band and their times will provide some answers. As I was writing this book I asked David Byrne, 'Does truth matter in rock'n'roll?' 'No,' he answered. 'What's that quote? 'Between a truth and a myth, print the myth'" (Bowman, 2001, p. 5).

Talking Heads - Take me to the River

<https://youtu.be/78gZSRWLRaM> (1978)

<https://youtu.be/3RHZEzVUBPk> (1980)

1978's *More Songs About Buildings and Food* brought about the band's long-term collaboration with producer Brian Eno, who had previously worked with Roxy Music, David Bowie, John Cale and Robert Fripp; the title of Eno's 1977 song "King's Lead Hat" is an anagram of the band's name. Eno's unusual style meshed well with the group's artistic sensibilities, and they began to explore an increasingly diverse range of musical directions, from post-punk to new wave to psychedelic funk to funk rock. This recording also established the band's long term recording studio relationship with the famous Compass Point Studios in Nassau, Bahamas. *More Songs...* cover of Al Green's "Take Me to the River" broke Talking Heads into general public consciousness, and gave the band their first Billboard Top 30 hit.

https://en.wikipedia.org/wiki/Talking_Heads#1978.E2.80.931980:_Collaborations_with_Eno

Talking Heads vs. Television

<https://youtu.be/YyaPRx5fNIQ>

"I thought having no image was a way of getting to ground zero. After a while I realised trying to have no image is, of course, having an image. You can't escape from it. As soon as you step on a stage, it's about artifice. So I thought, 'I need to find other things to draw on that aren't clichéd'" (David Byrne quoted in Reynolds, 2009, p. 120).

Talking Heads - BBC Naked Review

<https://youtu.be/J5GVaJXoT8M>

1983 saw the release of *Speaking in Tongues*, a commercial breakthrough that produced the band's only American Top 10 hit, "Burning Down the House". Once again, a striking video was inescapable owing to its heavy rotation on MTV. The following tour was documented in Jonathan Demme's *Stop Making Sense*, which generated another live album of the same name.

https://en.wikipedia.org/wiki/Talking_Heads#1981.E2.80.931991:_Height_of_commercial_success_and_break-up

Talking Heads – Burning Down the House

<https://youtu.be/g8D4AsLzIMO>

5. MTV & Music Video

MTV has shaped so much for so long, it is hard to recall a time when there wasn't a blocky, graffiti-sprayed M (the channel's break-all-the-design-rules logo is counted one of the most instantly identifiable on the planet) peering into the living room. But there was. Eons ago, when Ronald Reagan was in the first months of his presidency and Bill Gates had yet to make his first billion and cable television was boasting an unheard-of two dozen choices, there was no such thing as a 24-hour music channel, and many thought that just fine.

<http://www.vanityfair.com/news/2000/11/mtv200011>

The first music video shown on MTV was The Buggles' "Video Killed the Radio Star". This was followed by the video for Pat Benatar's "You Better Run". Sporadically, the screen would go black when an employee at MTV inserted a tape into a VCR. https://en.wikipedia.org/wiki/MTV#Music_Television_debuts

Sounds: Donnie interviewing David Byrne of Talking Heads (1984)

<https://www.youtube.com/watch?v=01GtTAWw6k>

Max Headroom interview David Byrne (Talking Heads)

<https://youtu.be/jpYjnzdt0AI>

Talking Heads - Once In A Lifetime

<https://youtu.be/l1wg1DNHbNU>

"Once in a Lifetime" is a song by new wave band Talking Heads, released as the first single from their fourth studio album *Remain in Light*. The song was written by David Byrne, Brian Eno, Chris Frantz, Jerry Harrison, and Tina Weymouth, and produced by Eno. It received critical acclaim, and was named one of the 100 most important American musical works of the 20th century by National Public Radio. At the time of its original release, the song gained modest chart success, peaking at #14 on the UK Singles Chart and at #31 in the Dutch singles chart. While the song failed to chart on the U.S. Billboard Hot 100 chart, various American 80s format radio stations have come to programming it in

their playlists over the years. It was also an early MTV staple and was one of the most heavily played videos upon MTV's debut in August 1981. https://en.wikipedia.org/wiki/Once_in_a_Lifetime_%28Talking_Heads_song%29

Stop Making Sense - David Byrne Interview

<https://youtu.be/dE-mxVxFXLg>

Talking Heads – Wild Wild Life

<https://youtu.be/4NXkM8PsPXs>

The video for the song won "Best Group Video" at the MTV Video Music Awards in 1987. Taken from the film True Stories, with some additional content, it includes Jerry Harrison parodying Prince. "My favourite Talking Heads video, the most fun to make," Harrison recalled in the liner notes of Once in a Lifetime: The Best of Talking Heads. "I always wondered what Prince thought of it." The video is set in a 1960s ambience cabaret bar, where a frantic series of unannounced performers lip-synch to the song, imitating such singers as Madonna and Billy Idol. Byrne wrote about this scene: The song itself becomes a vehicle that can say anything they want it to. Some gestures and movements are obviously derived from well-known sources: television shows ... movies ... and, most recently, rock videos. Odd to think that some lip-synchers are imitating characters in videos, who are really musicians imitating other characters.

Talking Heads - This Must Be The Place

<https://youtu.be/E9aN93S8nI8> (Stop Making Sense)

Remake-Remodel – The Eno Effect

<https://dylanweschler.wordpress.com/2011/05/09/the-eno-effect-talking-heads-and-brian-eno/>

Brian Eno - Interview/Lecture

<https://youtu.be/Rm36ZxJboUI>

Mike Andrews interviews Brian Eno for Riverside in 1983

<https://youtu.be/ZxDdZ3vRZwc>

Brian Eno Profile And Interview - Oct 2011

<https://youtu.be/2ms0EulbNA8>

David Byrne on Talking Heads

https://youtu.be/qMVuDI_3SY

One of the most celebrated bands of the 1970s and 1980s, Talking Heads' art pop innovations have had a long-lasting impact. Along with other early 1980s anti-corporate and experimental groups such as Devo, The Ramones and Blondie, they helped define the new wave genre in the United States. Meanwhile, the more worldly popularities like 1980's Remain in Light helped bring African rock to the western world.

https://en.wikipedia.org/wiki/Talking_Heads#Influence

Tom Tom Club - Wordy Rappinghood

<https://youtu.be/oGL0JMa3DWo>

Devo - [I Can't Get No] Satisfaction (live)

<https://youtu.be/jAGOGMxUHKM>

Devo - Whip It

https://youtu.be/j_QLzthSkfM

Blondie - Union City Blue

<https://youtu.be/CYXLaHfSnTQ>

Hillman Curtis' Interview with David Byrne and Brian Eno

https://youtu.be/DqTv_Nlk-eM

Talking Heads interviews in Rapido

https://youtu.be/MkM_5U_tQx8

Making A Difference: BRIAN ENO

<https://youtu.be/Zf-5Ai3qbZ4>

David Byrne: Advice to the Young

<https://youtu.be/qZB3PkSHNX4>

Recap:

Talking Heads - Road To Nowhere

<https://youtu.be/AWtCittJyr0>

References:

<http://www.open.edu/openlearn/money-management/management/business-studies/managing-local-practices-global-contexts/content-section-0>

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