The Power of America’s Most Watched Show: How Entertainment Television Can Change Social Behaviors

Abstract
This thesis examines the effects entertainment television can have on audiences beyond simply making them laugh, scream, or cry. In an era where the public has become increasingly untrustworthy of traditional broadcast news and advertising, I argue that ideas that prompt social change can be communicated through entertainment television, specifically, America’s most watched shows. In this thesis, I focus on how America’s current highest rated show, The Big Bang Theory (CBS, 2007-), a scientifically-accurate sitcom centered around a group of young male scientists and their new blonde neighbor, can incorporate the United Nations Sustainable Development Goals into its storyline to promote their message to a majority of Americans. By analyzing case studies about product placement, public service announcements, science communication, and media partnerships, this study suggests that integration with television storylines can increase knowledge and spur action among audiences. Importantly, I argue that episodes that contain a message central to the storyline, ease seamlessly into the narrative, and are open with their external partnership, are the most successful in getting their message across. I further provide a potential storyline The Big Bang Theory can take when working with the United Nations.
Movies and television also can make people more violent. The more we see violent acts on television, the less sensitive we become to them. Eventually violence doesn’t seem wrong. We may even commit violent acts ourselves. Secondly, people who spend too much time watching movies or television can get addicted and tend to have sedentary lifestyle. They seldom do exercise and get fatter. Obviously, this is not good for their health and relationship between family members.

Television is, nowadays, one of the most popular forms of entertainment. Consequently, it influences us and our behaviour significantly. For many people sit in a comfortable armchair and watch movies and advertisements. Although sitting and relaxing Most TV shows that have violence show what a bad thing it is, like the guilt and pain that can come from crime. Television has less connection to violence than paintball does to writer’s block. Posted by: Babeslayer. If television is the cause of violence though (or rather, The ideas of violence) where did the ideas of violence come from? Logically, The previous medium of entertainment, Books, But what about books? How did THEY get the idea of violence. Do you see where I am going with this? Art reflects life, Not the other way around. The reason we have so much violence in television might be because the show writers are drawing from the most readily available source of inspiration. Report Post. Like Reply.