

EXISTENTIAL VIEWING

1986 Ongoing

Commodification of Knowledge. And TV is still the platform of the most immediate communication of that knowledge . . . and so much else. EXISTENTIAL VIEWING is that slice of life—slice of life being mid-80s—in which so much knowledge is potentially imparted via TV. The vehicles, the commercial, the emergence of the 24 hour news cycle, serial programming, the beginning of the award season as programming, Late Night as prime time, and MTV. Gleaning info bites from the TV sources happens in seconds not half hour/hour segments—and these info bites range from infomercials selling blenders, Max Headroom not selling the New Coke, space shuttle take offs/explosions, Dynasty and Dallas wars, much less Late Night wars, Sunday night award fests, and voluminous music videos on 24/7 before there is even the term 24/7. These quick cut bits of information are set perfectly in between each other and act as in-between content entities even in their near content-less presence, existential viewing as it were . . . Ongoing.