

Catch MTV's 'Buzz': Think, don't blink

By Melissa Morrison
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MTV has a new gimmick: It wants you to think.

Buzz, a half-hour show that premieres tonight, still has that definitive MTV touch. It has stunning images, a cutting-edge soundtrack, lightning-fast editing and quick bits of information.

-It also has a global message.

Tonight's episode addresses cultural stereotypes. A

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young Jamaican woman says she doesn't think racism is inherent. Playwright Eric Bogosian talks about how important it is "for us to understand we're different." An extended segment titled "Don't Make Me Up" intersperses advertising images of women with glimpses of an anorexic's body. The words "tolerance" and "kill or be killed" are flashed on the screen at random.

"I want them (viewers) to pick themselves up off the ground and to think and feel something," says Mark Pellington, who created *Buzz* with Jon Klein. "I want the kid in Dallas, if it's a black kid, to look at the white kid in his class differently, and I want the white kid to look at the black kid differently."

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Images and snippets of information flash across the screen on MTV's *Buzz*.

■ BUZZ

MTV (Sundays, 9 P.M. ET)

MTV isn't just radio with pictures and more. With programs like *Pirate TV* and *Unplugged*, the channel continues to grow beyond a handful of self-improvement twits introducing music videos. The newest addition is a galvanic assemblage

of obscure clips, sound bites and graphic images. Even though the images fly by at hummingbird pace, there's an underlying theme in each episode, such as the transience of pop stardom or the tyranny of the female ideal. *Buzz* is one of the freshest programs on TV. Grade: B+

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In the spirit of this do-good weekend, MTV — which has become a leading exporter of American culture worldwide via MTV Europe, MTV Japan, MTV Australia and MTV Internacional — is launching "Buzz," its global magazine program.

The premiere edition at 9 p.m. Sunday tries to expose the bigotry inherent in nationalism, racism and sexism through an initially numbing but eventually provocative lightning-quick sampling of sometimes contradictory interviews, archival footage and images.

The idea of MTV attacking sexism is somewhat ironic, but then the strength of "Buzz" is that it makes you reconsider things, something much of the world seems to be doing these days.