

Examination Book

NAME Beth Novick

SUBJECT MS 10

INSTRUCTOR Schatt

EXAM SEAT NO.

SECTION

DATE 5/29/90

GRADE

When trying to describe "Buzz", the best thing I could come up with was a kind of feature news show presented in music video form. Indeed, Buzz does consist of a number of news stories and they are presented in a very graphically original MTV-like way. As a matter of fact, it's amazing how much the ^{featured} stories on "Buzz" resemble commercials for MTV. Complete with background sounds (if not music), ~~and~~ fast cuts + ~~short~~ angular shots, watching Buzz, for me had nearly the same feeling to it as watching half an hour of videos. The difference was I learned something.

I'll admit right off that I really enjoyed "Buzz". It was a lot of fun to watch in the same way - for those of us who were raised on television - one might enjoy watching videos. Buzz was a kind of constant motion of graphics, cuts and sounds - one which I seriously could not take my eyes off of. This is how a lot of videos on MTV operate and this is why Buzz is such a

great thing. Buzz is finally videos with a purpose. Music videos have this image reputation of leaving people with fried brains after a long period of MTV watching. Buzz combats this image by ~~dealing with~~ ^{dealing with} ~~the~~ issues of importance.

Buzz kind of flew by me the first time I watched it. It all moved so fast that, for a person who hasn't seen MTV in almost a year, I barely knew what had hit me. It all went so fast and yet I thought about it and realized that I did know exactly what had gone on. This may seem contradictory, but I think that at first I just didn't put everything together and just didn't realize what I'd ~~learned~~ ^{absorbed}. Upon reflection it seemed almost like subliminal messages that got through to me. I ~~he~~ had distinct images of the tilted canted shot of the critic in the Thief-Inspiration sequence repeating the word "Appropriation". I had

an image of Andy Warhol + remembered that they must have spread their story on rap artists using other people's music to one of other types of artists. The words "Beg Borrow or Steal" came to mind and the ^{lyrics} ~~song~~ "You said it wasn't art - now we're gonna tear you apart!" I know I enjoyed the sequence as if watching a video - somehow it seems as though the message hit later.

The whole concept of flashing words on the screen is very ~~different~~ kind of subliminal just because, you read it without really paying much attention to it and yet it can influence your ~~re~~ whole opinion on what you're watching.

Nevertheless, you definitely do absorb the news from Buzz, no matter how quickly it does fly by - and in truth that just makes it all the more enjoyable. The question is, how much news does it really present?

The answer to this is really difficult for me. Having seen only one and a half episodes,

I'm wary of being too general but what I will say of what I've seen is that Buzz seems to present an issue - and that's all. As far as the appropriation sequence goes, they presented the issue - said how it could be considered inspiration or theft + gave some examples. No excessive discussion or debates or details were given. The Hackers segment as well seemed to introduce one to the issue, but not to really go anywhere with it.

However, this is fine, because Buzz does not claim to be more than it is. If Buzz was a news show - a serious news show - there might be problems with its inadequacies. But as it is it is fine. Buzz is not taking the place of the news, it is making more informative videos, the way I see it.

Taking the view that this is indeed a news show, I ~~am~~ still support Buzz. It has found a way to reach out to the MTV

generation who have been so overwhelmed with graphics already that it would be hard to sit through anything else. Buzz speaks to these people on their own level + raises some serious issues for those who ^{wouldn't be} ~~won't~~ watching 60 Minutes, anyway.

Buzz is just that. I don't know that it is the way of the future news partly because it is almost the antithesis of what "good news" is supposed to be. Buzz has little format - even the introduction announced that "People, future, change... there are no walls... art, media, music, culture, people..." Indeed the episode has this theme of the future but ^{it seems} ~~yet certain~~ ~~aspects~~ so unstructured otherwise. We kind of drift in and out of interviews with people and scenic views. Random data covers the screen and at one point a guy making monkey noises comes on. Buzz is too entertainment oriented to be a serious news show.