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Paper title:

Looking at the world through new coloured ‘glasses’: Adverts of TV sets in 1960s Britain.

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Abstract:

British television has historically been characterized for being different from others around the globe. In an attempt to describe it, a commentator once said that it was something in between the unregulated American commercial television and the highly regulated system of the once Soviet Union (Cain, 1992: 10). Indeed, the whole British television system was kept as a monopolistic public service up to 1955 when commercial television was finally ‘conquered’. If the 1950s revolved around the idea of ‘democratizing’ British television, the 1960s concentrated on the creation of new watching choices and the exploration of ways to put into practice technological developments already seen in some other places such as colour transmissions. These circumstances brought along new concerns to the British television scenario from the standpoint of both TV set design/production, and consumption. The public’s concerns in particular were curiously addressed by the adverts of the time in an industry that from its very beginning has been a mix of national and transnational TV-set manufacturers. Thus, this paper presents a brief outline of how printing advertising published in *The Sunday Times Magazine* during the 1960s was addressing such concerns and reflecting the historical circumstances.

Key words: TV-set design, advertising, new technology, 1960s, United Kingdom.