

THE MEDIA EDUCATION FOUNDATION PRESENTS
A FILM BY ROGER STAHL

Miltainment, Inc.

Militarism & Pop Culture

"Roger Stahl's *Miltainment* is a real eye-opener. In a highly engaging and well-documented film, Stahl shows how the media have largely functioned as instruments of propaganda in recent U.S. military interventions, and he documents as well the culture of militarism in popular entertainment, ranging from TV shows, sports, and toys, to video games, all of which present war as entertainment. This development is both shocking and dangerous and contributes to a militarization of our culture and society that makes us more likely to go to war, despite our traumatic experiences in Iraq (and now Afghanistan). Every citizen should awaken to these dangers and Stahl's documentary is an important tool of enlightenment that should be widely used in the classroom and public spaces."

- Douglas Kellner | UCLA | Author, *The Persian Gulf TV War and Media Spectacle and the Crisis of Democracy*

Running Time: 124 Minutes

For further information about this film or to arrange interviews or speaking engagements, please contact:

Roger Stahl | Writer & Producer
rstahl@uga.edu

Alex Peterson | MEF Marketing Coordinator
alex@mediaed.org | 413.584.8500 x2205

SYNOPSIS

Militainment, Inc. offers a fascinating, disturbing, and timely glimpse into the militarization of American popular culture, examining how U.S. news coverage has come to resemble Hollywood film, video games, and "reality television" in its glamorization of war. Mobilizing an astonishing range of media examples -- from news anchors' idolatry of military machinery to the impact of government propaganda on war reporting -- the film asks: How has war taken its place in the culture as an entertainment spectacle? And how does presenting war as entertainment affect the ability of citizens to evaluate the necessity and real human costs of military action? The film is broken down into nine sections, each between ten and twenty minutes in length, allowing for in-depth classroom analysis of individual elements of this wide-ranging phenomenon.

CREDITS & SPECS

Written, Produced, and Narrated by Roger Stahl

Sounds by DJ Apocalicious, including "War of Words"

UNITED STATES · 2007 · 124 mins · Shot in Mini-DV · Color · BETA/DVD/DVCAM · NTSC ·
Aspect Ratio 4:3 · Stereo · In English/English subtitles

CONTACT INFORMATION

For press, bulk purchases, and marketing and distribution inquiries, please contact:

Kendra Hodgson | MEF Director of Marketing and Distribution
TEL 413.584.8500 ext. 2203 | EMAIL kendra@mediaed.org

Alexandra Peterson | MEF Marketing Coordinator
TEL 413.584.8500 ext. 2205 | EMAIL alex@mediaed.org

For producer interviews or to arrange speaking engagements, please contact:

Roger Stahl | Writer & Producer
EMAIL rstahl@uga.edu

For further information about supporting the distribution of this film, please contact:

Sut Jhally | MEF Executive Director
sut@mediaed.org

MEF is a 501(c)(3) non-profit organization and contributions are tax-deductible as allowed by law.

BIOGRAPHY

ROGER STAHL | Writer, Producer & Narrator

Dr. Stahl is an assistant professor of Speech Communication at the University of Georgia. He received his Ph.D. in Communication Arts & Sciences from Penn State University. He currently teaches and researches in the fields of rhetorical theory and media studies, particularly the role of commercial culture in the public sphere. Dr. Stahl has written extensively about the relationship between popular culture and war. His work has appeared in such journals as *Critical Studies in Media Communication*, *Rhetoric and Public Affairs*, and the *Quarterly Journal of Speech*. He is currently authoring a book manuscript on the subject of militarism, commercial culture, and citizenship.

MEDIA EDUCATION FOUNDATION | Distributor & Sales Rep

The non-profit Media Education Foundation (MEF) is the nation's leading producer and distributor of educational videos designed to inspire students and others to reflect critically on the structure of media industries and the content they produce. Founded in 1991, MEF's mission is to answer the challenge posed by the radical and accelerating corporate threat to democracy.

ROGER STAHL QUOTATIONS FROM *MILITAINMENT, INC.*

"We gather to watch the war in the same way that we might gather to watch the Oscars or a large sporting event."

"This war [Iraq] is easy to watch on the couch with a bag of chips"

"What we call war had thus changed dramatically from the war our grandparents and it comes with a new language. The guiding metaphor by which we talk about this new clean looking war is, not surprisingly, a clean up job."

"The 'clean war' so dominates the screen that we actually have to be reminded that when bombs fall people die."

"If Vietnam was the first 'living room war', Iraq in 2003 was the final collapse of the distinction between home front and battlefield."

"So long as reporters were now 'in-bed' with the military instead of just covering it, they might as well be fitted, not only with microphones, but with tanks, too."