

The *Sex and the City* and the Issue of Media's Ownership

- I. Introduction: appearance and publicity acceptance
- II. The *Sex and the City* in terms of media context
 - A. Sex as the main theme of the film
 - B. The *Sex and the City* in context of Jewish Media magnates' decadent ideas
 - C. The essence of 'jewishness' in media context as seen by Mitchell Cohen
 - D. The historical role of media and the *Sex and the City* in James Curran's view
- III. Conclusion: the *Sex and the City* as both mildly amusing and ideologically poisonous film

INTRODUCTION

Appearance and Publicity Acceptance. Ever since the sitcom *Sex and the City* appeared on HBO in 1998, this loose set of tales about middle-aged women, challenged by their existential inadequateness, became instantly critically acclaimed; despite of the fact that show's ideological message can be best described as rather dubious.

THE SEX AND THE CITY IN TERMS OF MEDIA CONTEXT

Sex as the Main Theme of the Film. By watching the *Sex and the City*, audience is being instilled with the idea that women should only be preoccupied with pursuing their professional careers, even though that their sex life becomes limited to 'one night stands'. This show appears to ridicule the very concept of family life as something retrograde' and 'outdated', while implying that 'progressive' women's foremost psychological trait is their cynicism. Even though the main characters of the *Sex and the City* clearly oppose 'sexism' and 'male chauvinism' in their dialogues, they appear to be quite incapable to discuss just anything, for as long as it does not concern sex. In its turn, it only further strengthens men's stereotype of women as hypersexual beings, whose whole lives revolve exclusively about sex and who cannot exist other than in the state of constant sexual tension (*Sex and the City*).

The Sex and the City in Context of Jewish Media Magnates' Decadent Ideas. There are enough reasons for us to think of the *Sex and the City* as being clearly marked by spiritual depravity and the main reason for it is that it is being conceived as one of intellectual vehicles of neo-Liberalism from very beginning. In its turn, one does not have to be overly smart to draw links between this obscure political ideology and the agenda of America's Jewish lobby. The closer look at the *Sex and the City* reveals it as the

product of Jewish 'creative genius'. Show's producer is Jewess Cindy Chupack, who is married to a rabbi. The *Sex and the City* has been filmed New York City's Silvercup Studios, owned by Stuart and Alan Sunas (Jews). HBO channel is subsidiary of Time Warner, Inc., whose CEO, Gerald Levin, is one of the most prominent members of World Jewish Congress. In other words – the *Sex and the City* cannot really be discussed outside of those decadent ideas that Jewish Media magnates have been traditionally trying to impose upon people in Europe and America.

The Essence of 'Jewesness' in Media Context as Seen by Mitchell Cohen. The article *Anti-Semitism and the Left that Doesn't Learn*, in which Mitchell Cohen (2008, p. 47) defines the essence of 'jewesness', confirms the validity of this statement: 'My leftism and my intellectual open-mindedness comes from a commitment to, and an ethos of, democratic humanism and social egalitarianism'. There can be no definite answer to why Jewish, controlling Medias, are strongly committed to promotion of neo-Liberal agenda, which actually undermines the national integrity of Western societies. However, it is only after we adopt a historical perspective into the issue, that we might be able to come up with clues to this question.

The Historical Role of Media and the Sex and the City in James Curran's View. In his book *Media and Power*, James Curran (2002, p.6) makes a good point, while discussing the historical role of Medias: 'An historical perspective provides a critical distance which can make apparent and clarify things that seem blurred when only viewed in a contemporary context'. It is namely such perspective that allows us to think of the *Sex and the City* semantic message as being virtually the same as the message of another

Jewish movie *Cabaret* (1972) – only the people who snort cocaine, practice ‘non-traditional sex’ and indulge in pseudo-sophisticate conversations, are worthy of our admiration, as opposed to ‘intolerant rednecks’, who cannot find anything better to do with their lives than to constantly conspire against ‘talented’ and ‘sensitive’ representatives of ‘chosen people’ (*Sex and the City*).

CONCLUSION

The Sex and the City as Both Mildly Amusing and Ideologically Poisonous Film. To sum it up, we can say that, despite the fact that the *Sex and the City* can be referred to as mildly amusing, the ideas it promotes are ideologically poisonous, as they encourage viewers to think of their professional careers and of their pursuit of riches as such, that constitute the very purpose of their lives. Such ideas correspond rather well to Jewish mentality, but it is doubtful of whether they can benefit the well being of this great nation.

Reference List

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