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SURFING THE WAVES OF POPULAR CULTURE
BY MICHAEL GILTZ & FRIENDS

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The Emmys -- A Meta Critique

Two of the LA Times writers blast the Emmy awards for various and sundry reasons, most of them reasonable. [Then Tom O'Neil of the LA Times awards section The Envelope takes their complaints on one at a time.](#) And now I take on O'Neil. Very meta. Somewhere, the corpse of Derrida is smiling.

Like The Oscars, the Emmy Awards does a terrible job of showcasing the very art it means to celebrate. The Oscars rarely show movie clips and the ones they do show are often poorly chosen and too short. Last night, the Emmys haphazardly showed some clips from some shows early on and then dropped it almost completely as the night progressed and the clock ticked. Even the top sitcoms and dramas weren't showcased. In other words, TV viewers watched three hours of TV celebrating TV and I don't think anyone saw a single clip of a single show that would make them say, Wow, I want to watch that.

This is a much bigger issue than who wins and who loses. On the Grammys, the biggest long-term winner is not the person who takes home an award but often the artist who gets to perform and knocks them dead. On the Emmys, the big winner could be a show like "Rescue Me" or even "Law & Order: SVU" -- what if they showed a meaty clip that exposed those series to people who have never watched them and made those viewers say, Gee, that looks really interesting? Maybe a great clip from "Grey's Anatomy" (say the overheated episode with the unexploded bomb) could have made some men think, Hey, that doesn't look so much like a chick flick as I thought. How about a substantial clip from "The Amazing Race" that might actually explain why this series wins year after year after year. I think I saw 15 seconds from "The Office," which ain't enough to make those who haven't come on board eagerly set their Tivos for the new season. If it's the best comedy of the year, surely they can spare one minute to show some hilarious scene that works out of context, something to make people say, Let's

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