YEAR 13 MEDIA THEORY REVISION MAT 1

Dyer's Utopian Solutions / Pleasures Model
media provides gratification through escapist fantasy to counteract the dull routine of normal life,

~~Routine~~ – excitement

~~Shortage~~ - abundance

~~fragmentation~~ - community

Neale: genre =
repetition + variation/difference

George Gerbner 1960s
Cultivation Theory
Prolonged exposure to TV has a **desensitizing,** numbing effect. Also leads to an excessively pessimistic, negative view of the world - **Mean World Syndrome**

Moral Panics- Stanley Cohen
'Folk Devils & Moral Panics (1971)
Popular media (e.g. **tabloids**) **stir up fear** about state of society.
Minority and vulnerable groups are targeted & **demonized.**
Encourages **scapegoating** and divides society.
Leads to a reinforcing of 'conservative' values of strong govt, firm policing, tougher laws.
Protects the rich and perpetuates privilege.
Status quo is protected. Nothing changes.

Gatekeeping
Traditional media content is decided by editors & proprietors. Like night club bouncers, these gatekeepers act as censors. Decisions tend to **hegemonic** i.e. supporting the interests of ruling corporate elites.

See news values, Chomsky & the Propaganda Model

Two step flow (Lazersfeld & Katz)
Opinions flow in a cycle between media opinion leaders and the public. All are mutually dependent and rely on each other.

Stuart Hall – 3 readings
1) **Dominant (hegemonic)**- sometimes called the **preferred** or **intended** reading. This is the meaning intended by the producer.
2) **Negotiated**- a meaning in between the two.
3) **Oppositional**: the opposite meaning to the one intended.
A MESSAGE IS TRANSMITTED THROUGH
'ENCODED' (mediated) REPRESENTATIONS & 'DECODED' BY AUDIENCES.

Curran & Seaton
1981:'**Power without responsibility'**.
Trad. media have all the power & influence
Now outdated? 🧱?

Postmodernism
Nothing is original - so it's all about: imitation, borrowing, reinvention parody, pastiche, bricolage, self-reflection, inter-textuality, blurring of opposites, form over content, mix of low & high culture, hybridity.

Baudrillard: Hyperreality
The mediated, simulated screen-based world is more real and immediate than authentic reality.

Social realism
A genre of UK film about the grim reality working-class life.
Andrea Arnold, Ken Loach, Mike Leigh

Auteur theory
The idea that the director, not the producer, has full creative control of a film. Wes Craven, Tim Burton, Alfred Hitchcock, Stanley Kubrick.

YEAR 13 MEDIA THEORY REVISION MAT 2   feminism & neo-Marxism

News values
Media orgs. select news according to commercial considerations.
Galtung & Ruge etc showed that events considered 'newsworthy' are selected according to criteria such as **proximity, scale, personalization, negativity** etc

Noam Chomsky
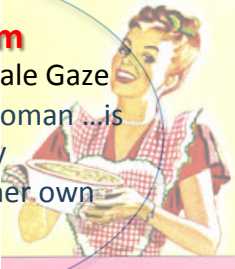Propaganda Model
'Manufacturing Consent' 1988
5 news 'filters': news is selected by media orgs to suit: interests of advertisers, interests of owners, anti-communism, elite sources of information, awareness of critics ('flak')

Hegemony in action

Marx
"In every age, the ideas of the ruling classes are the ruling ideas."

Gramsci – cultural hegemony (Neo-Marxist)
Elites maintain hegemony by winning over the **consent** of ordinary people. (Not by force, violence or repression). They will accept the **status quo** if they are kept happy by a sort of **cultural sedation**.

Marx- 'false consciousness'
the masses' unawareness and passive acceptance of their inferior, exploited status.

Frankfurt School (Neo-Marxist)
(Adorno, Horkheimer, Benjamin)
Industrialization of culture encourages mass conformity and increases corporate wealth.
It stimulates consumerism and corporate profit.
It exploits people's **unfulfilled aspirations**, generates **false hopes & needs** which fuel the **capitalist system.**
Connects to mass/ passive audience theories, + political economy, propaganda and hypodermic models.

Campaign for equal rights and against the humiliating objectification & sexualization of women

Feminism
Laura Mulvey - Male Gaze
John Berger: "a woman ...is almost continually accompanied by her own image of herself."

Bechdel test (Alison Bechdel)
A film is truly non-sexist if it has
- at least 2 named female characters
- who talk to each other
- about something other than males
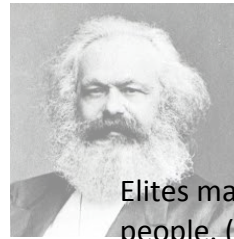- and without another man present.

1960's & 70s
Second Wave Feminism

Naomi Wolf:
'The Beauty Myth'
conditioning & patriarchy.

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3 Faces of Eve

Queer Theory:
Judith Butler:
'Gender Trouble'

Globalization= the spread of media products across the world. Tends to imply US dominance of global culture. Sometimes termed 'cultural imperialism', or the '**West v the Rest**' or even "Coca-colonization"

Post-colonialism
challenges traditional colonial values. Reasserts national pride & identity.

Hesmondhalgh
Cultural industries
Explores impact of industrialization of culture, extending into the digital age.
Links to **the Frankfurt School** views on **commodification of culture** to create **conformist**, mass audience-consumers who feed the capitalist system. Ties in with **Political Economy** models & **neo-Marxist** ideas on cultural hegemony, **false consciousness** mass consent.

Post feminism: femininity fights back

YEAR 13 MEDIA THEORY REVISION MAT 3   E-MEDIA

David Gauntlett
Multiple & fluid identities
Web 2.0 - user-centred
+ Harry Jenkins
Convergent, *trans*media democratized
Social & participatory
'Many to many' model
Producer is less important
Fandom: e.g. fanfiction
participatory, digital communities

Jakob Nielsen
Second screening.
Impact on reading.
Lean back v lean forward interaction.

Chris Anderson
Long Tail Theory
A product's commercial success is extended over time by its online availability.

Tim Berners-Lee
<<Inventor of HTML />>
Web is a creative, democratic space.
Against corporate surveillance & control.
Campaigns for 'digital human rights'.
[pluralist not hegemonic]

Echoed by commentators like **Aleks Krotowski.**
In favour of *cyberdemocracy* (Basset & Poster) but sees the dangers.
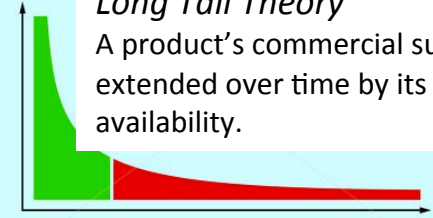
**Eli Pariser
the filter bubble**
Algorithms determine search results so everyone gets locked inside their own personal information bubble.

Tim O'Reilly
'we media' - collective intelligence of digital communities (crowdsourcing etc)

Google

Dan Gilmour
Another advocate of 'we media'
Citizen journalism
UGC & User-control
Trad. gatekeeping ⚰️💀

Clay Shirky
 'end of audience'
Everyone is a producer.
E-media are:
social, global, ubiquitous & cheap

Links to the **'echo chamber'** effect of social media: users only engage with others who share & echo their views & interests.

Denis McQuail
Mass communication theorist –mass comms are in decline but still a domain of corporate power.
Overestimates power of TV?

Alvin Toffler 1980
The 3rd Wave
'Prosumer'

Marshall McLuhan 1960s
'global village'.
'The medium is the message'

Livingston & Lunt
TV's educational role has declined.
-more social and entertainment-based.

IS E-MEDIA PLURALISM A LIE?