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

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.

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
Trad. media have all the power & influence now outdated? ☠️?

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.

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.

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.

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

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

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

See news values, Chomsky & the Propaganda Model

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**

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**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**, and **negativity** etc.

**Hegemony in action**

**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’)

**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.

**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.

**Post feminism: femininity fights back**

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

**Frankfurt School** 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.
**David Gauntlett**
Multiple & fluid identities
Web 2.0 - user-centred

+ **Harry Jenkins**
Convergent, transmedia
democratized
Social & participatory
‘Many to many’ model
Producer is less important
*Fandom:* e.g. fanfiction
participatory, digital communities

**Tim O’Reilly**
‘we media’ - collective intelligence of
digital communities (crowdsourcing etc)

**Dan Gilmour**
Another advocate of ‘we media’
Citizen journalism
UGC & User-control
Trad. gatekeeping

**Alvin Toffler 1980**
The 3rd Wave
‘Prosumer’

**Marshall McLuhan 1960s**
‘global village’.
‘The medium is the message’

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

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

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

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

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

**Eli Pariser**
the filter bubble
Algorithms determine search results so everyone gets locked inside their own personal information bubble.

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?

**Year 13**
Livingston & Lunt
TV’s educational role has declined.
-more social and entertainment-based.