**Social and digital Media Theory – ‘dress your essays to impress’**

**For a slideshare summary see also** [**http://www.slideshare.net/jonmeier/a2-media-theory-3**](http://www.slideshare.net/jonmeier/a2-media-theory-3)

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| **Commentators** | **Notes** |
| **1 DAVID GAUNTLETT**  Media content used to be produced by corporate elites and handed down from on high.  This evolved into a shared, **convergent** culture. **Web 2.0** is interactive. Values UGC (user-generated content) and UCC (user-controlled content).  **Democratization** of media.  **One to many** communication model becomes the **many to many** model  Digital media are **social and participatory**.  New media is **Postmodern** in nature – simulated, unoriginal, imitative, hybrid and self-referencing.  [Gauntlett is also a strong advocate of the **multiple and fluid identities** model promoted by e-media. Read the conclusion to his book on theory.org]  *memorizer: David ‘duckface’ Gauntlett Web 2 (webbed feet) fluid (wet) identities* | SPACE FOR YOUR OWN NOTES, EXAMPLES, DIAGRAM-PROMPTS ETC |
| **2 HARRY JENKINS**  **Convergence** culture, participatory quality of new media  *‘Few to many’ vs ‘many to many’ model.*  Jenkins is known for his work on the **participatory nature** of new media; the primacy of the **prosumer** (a term first used by futurologist Alvin Toffler in The Third Wave,1980) and the **convergent** nature of media content (the growth of multimedia *‘transmedia’*, interactive content). He has been criticized for downplaying the role of corporate producers.  His view is that there is a more balanced relationship between audience and producer. This has led to more corporate convergence in areas such as ownership, production and distribution [Netflix producing and distributing their own productions. House of Cards, Orange is the New Black- this is called **vertical integration**: every stage of the production process is owned by the same company. Disney-Marvel merger; Google-Youtube, Amazon + Kindle etc]  ­­ **Fandom & Participatory culture**  Fans were the first audiences to show collective **participatory** nature of social networks. The first of the **digital communities** arguably grew up around sci-fi texts such as Star Wars and Star Trek.  50 Shades of Grey was originally developed from a Twilight Fanfiction site  *Jenkins memorizer: Harryjenkins -convergence & transmedia* |  |

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| **3 TIM O’REILLY**  one of the early experts to use the term **web 2.0. and ‘we media’;** social, UGC; audiences’ migratory behaviours; participatory; the power of collective intelligence –[ leads to mechanisms such as crowdsourcing & crowdfunding]  *memorizer: wee (media) web 2.O ’Reilly* |  |

Youtube on Prometheus second screen app: (Possible MEST 3 sec A text 1?)

<https://www.youtube.com/watch?v=09KDK3t9c38>

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| **4 TIM BERNERS-LEE:** The inventor of HTML, the language of the internet. He envisaged the internet as a **creative space** which is **democratic and decentralized**. From being a programmer he became a leading supporter of internet neutrality and openness. An campaigner for **digital human rights:**  *"Threats to the Internet, such as companies or governments that interfere with or snoop on Internet traffic, compromise basic human network rights."*  He recognized that information is still in the hands of the few – [**conglomerates** such as Google (owners of You Tube), companies such as Facebook and Twitter continue to exist due to strong ad-based commercial promotional content. State surveillance has been replaced by corporate surveillance – companies use the internet to find detailed information about consumers’ tastes and buying habits. State surveillance also exists (the ex US intelligence employee Ed Snowden has proved this]. There is lots of Internet ‘policing’ in the form of corporate regulation, control and censorship.  *Tim Berners-Lee memorizer: berners hyphen lee hypertext hyperclever hyper advocate of internet openness* |  |
| **5 ALEKS KROTOSKI**: (female Guardian journalist & ‘The Digital Human’ broadcaster who writes about technology) The Internet is the great social leveller. Digital media is A democratic forum, a **cyberdemocracy**. It is **disruptive** (**counter hegemonic)** and **pluralist** . It provides a counterbalance to ‘big brother’ media conglomerates with their control, surveillance and censorship mechanisms. And yet it is also a space where these hegemonic forces exist alongside cyberdemocracy. It’s worth looking at her blogs and youtubes. |  |
| **6 JAKOB NIELSEN**– **lean back (passive) vs lean forward (active)** technology. [Arguably, new media has come full circle towards a new lean back model – Netflix, binge-watching etc. We are returning to a lean-back model of media consumption]. Nielsen has done a lot of research into reading styles in traditional print vs web-based texts. Not surprisingly, he found that people read differently on the web. Less sustained concentration, more scanning etc. He also noted the rise of ‘**second screen’ engagement** – e.g. watching one screen e.g. TV or main PC whilst using another device (phone or tablet). [ The **liveblogging** trend is strong among **digital natives**]. [It could be argued that this trend for sharing and comment has been used by producers to create texts such as Gogglebox]  *Nielsen memorizer – neeeelson leeeeean back* |  |
| **7 DENIS McQUAIL Mass Communication Theory**  The guru of Media Studies. Has carried out extensive research on Mass media and communication. Summarizes and draws together work of many other theorists. Explores many of the ideas raised by the impact of e-media. Tends to overestimate the power of TV. Points out the power of Mass media and its corporate interests. Is also aware that this power is being eroded by more recent media forms.  *Memorizer: Mcquail Mcmass Mccomms theory* |  |

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| **8 Dan Gillmour ‘we media’**  Citizen Journalism  Challenges the hegemony of media oligopolies (= clusters of media conglomerates) – end of traditional model where the majority are represented by the few.  Changes the balance of news values.  Real News and Vice News + the power of bloggers and vloggers such as KSI, Zoella  Decline of traditional gatekeeping. |  |
| **9 Keith Bassett & Mark Poster**  have coined the term ‘**cyberdemocracy’** – less elitist form of production and comment. |  |
| **10 CHRIS ANDERSON** – **Long Tail Theory** –  products are given a longer life by media institutions such as Amazon and Netflix. These corporations generate a buzz around older products and use clever techniques such as direct marketing to consumers.  *Memorizer: Anderson Fairy Tales Long Tail Model* |  |
| **11 Curran & Seaton**  – analysis of media industry – ‘**Power without responsibility’**; [links to **Manufacturing Consent** by Herman & Chomsky: constraints (filters) which influence news agendas of large corporate media. Outlines the power of trad media to influence the political establishment.] [Leveson inquiry, phone hacking, News of the World, press intrusion and invasion of privacy debates – Prince Harry and Meghan Markle  Did the media help to create Donald Trump and propel him to victory in Nov 2016? |  |
| **12 Hesmondhalgh – Cultural industries**  “Cultural production and consumption have not changed as much as some commentators would have us believe”  develops Marxist (Political Economy) theory & Gramsci (corporate hegemony and mass consent). Explores the impact of industrialization of culture, expanded into the digital age.  [Links to earlier theorists such as **Adorno, the Frankfurt School** and their views on the **commodification of culture** to create conformist, mass audience-consumers which in turn generate profit for elite groups (media conglomerates) ]. |  |

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| **13 Livingston & Lunt**  TV has a major function in informing social debate. [Dated now?]  [links to **Gerbner** – Cultivation Theory and Mean World Syndrome]  Audience participation in TV output – is it simply cheap, trash entertainment? (Gogglebox etc]. Has TV ceased to be a medium of education? |  |

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| **14 Steve Neale** – Genre theory – Genre is constantly having to be reinvented and reworked in a process of ‘**Repetition and Variation’ / ‘Repetition and Difference’** |  |
| **15 Alvin Tofler**  Tofler was a futurologist who coined the term Prosumer- (producer consumer) in the 1980s.  Foresaw the impact of technology and the digital revolution. Influential book: ‘**The Third Wave’**: 1st wave=the farming revolution, 2nd = the industrial revolution 3rd: = (post industrial) digital revolution |  |
| 16 **Top youtubers & vloggers** [Any of these, and more , could form the basis of a really good e-media case study]   * Zoella – brother Joe - + & boyfriend Alfie Deyes – deals with Topshop etc * Daisy Lowe * Lucy Pebbles * Jim Chapman * Russell Brand – The Trews? * Charlie McDonnell   Notice how they tend to become sucked into corporate machine through sponsorship and endorsement deals. Convergence of media platforms also positively affects their profile – TV & radio appearances, modelling and book contracts etc  Confessional aspect to some high-profile vloggers – able to highlight domestic abuse, addiction etc. Give examples |  |

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| **17 ELI PARISER – The Filter Bubble**  [*https://www.ted.com/talks/eli\_pariser\_beware\_online\_filter\_bubbles*](https://www.ted.com/talks/eli_pariser_beware_online_filter_bubbles)  **The term filter bubble was coined by Internet activist Eli Pariser in his book, "The Filter Bubble: What the Internet Is Hiding from You" (2011).**  The filter bubble occurs when websites make use of algorithms to **selectively assume the information a user would want to see, and then give information to the user according to this assumption.** Websites make these assumptions based on the information related to the user, such as former click behaviour, browsing history, search history and location. Search results are more likely to present only information based on a user's past activity. This means that users get significantly less contact with contradicting viewpoints, causing the user to become **intellectually isolated and trapped in a ‘filter bubble’.**  **This contradicts the ‘we media’ view (Gilmour).**  Personalized search results from Google and personalized news stream from Facebook are two perfect examples of this phenomenon.   Human gatekeeping is replaced by algorithm-based gatekeeping.  Pariser relates a case in which a user searches for "BP" on Google and gets investment news regarding British Petroleum as the search result, while another user receives details on the Deepwater Horizon oil spill for the same keyword. These two search results are noticeably different, and could affect the searchers' impression of the news surrounding BP.  As web companies strive to tailor their services (including news and search results) to our personal tastes, there's a dangerous unintended consequence: We get trapped in a "filter bubble" and don't get exposed to information that could challenge or broaden our worldview.  Eli Pariser argues powerfully that this will ultimately prove to be bad for us and bad for democracy. |  |
| **Echo chamber : This term is also used to describe social media bubbles.**  The idea is that users only follow friends who share the same views and so people are never exposed to other opinions and points of view. Friends and followers just ‘echo’ each others’ views and tastes.  This is an interesting update to the ‘Uses & Gratifications’ model which state that we engage with media in order to interact socially. |  |

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| 18 **CLAY SHIRKY** (‘end of audience’ model) see below |  |
| **Clay Shirky (social media guru, NYU) : ‘end of audience’ model**  end of traditional audience; everything is participatory and user-led.  *Memorizer: Shirky doesn’t shirk extreme view of audiences transformed into sharers, commentators and producers*  Traditional older model, of “professional producers and amateur consumers," has been replaced by a more chaotic landscape that allows ordinary consumers to be producers and distributors, but also to operate in groups (These were previously "atomized" or “fragmented”).  New audience-groupings have grown up: **collaborative projects**; **crowdfunded businesses**; publicity **campaigns run by volunteers**.  Shirky believes that organizations now have to understand and respect the motivations of the millions of new participants in the contemporary **media ecosystem.**  **Old models of producer-audience have broken down.** Quote: "**Every consumer is also a producer, and everyone can talk back."**  Remember the useful term **prosumer** (actually coined by futurologist **Alvin Tofler** in the 1980s). See notes above on his book ‘**The Third Wave’**.  Yet what may be more significant is the simple maths of how many people can reach each other through **the connections in a network**.  The result is always **more connections.**  Shirky adds that media had been a **hierarchical industry**, which filtered first, and then published.  "All of that now breaks down," he says.  "People are producing who are not employees or media professionals.  So **we now publish first, and then filter.  We find the good stuff after the fact.  This is dramatically different."**  Example: consumer responses to books on Amazon with "new" reviews coming in 6 years after the initial publication of the Harry Potter books.  [*This is an example of The* ***Long Tail*** *Theory (Chris Anderson)- see above: The life of a product now extends beyond its initial appearance/ release of a new product or brand. This also applies to niche and non-mainstream products which can have a life beyond their first release]*  Amazon, as a 21st century brand that has embraced the social media world, also understands how building a space for people to interact with autonomy and respect generates loyalty that goes beyond e-commerce.   Participants create value for each other beyond the transaction. In fact, **the reviews are not transactional**.  Their purpose is **not to sell more books.  They exist to let participants feel good.** Amateurs have different motivations for sharing.  Amazon understands how these reviews represent emotional connections among people who care as they express some degree of personal identity and commitments."  Clay Shirky believes, "**We've gone overboard in thinking that everything is transactional……..Today's definition of success is that people like your products and services.** Ownership is less important."  "A participatory environment blows up the idea of audience as an abstraction.  Due to the connecting layers, it may be less predictable, but today **organizations must be in the business of creating a platform where people generate value for each other--together.**  [Marketing]: He cited the **Red Balloon Challenge** initiated by The Defense Advanced Research Projects Agency (DARPA).  The competition required participants to locate 10 large, red balloons at undisclosed locations across the United States. DARPA announced the Challenge to mark the 40th anniversary of the ARPANet, pre-cursor to today's Internet, to explore how broad-scope problems can be tackled using social networking tools.  Participants had 30 days to disclose the locations of all 10 balloons and to win a prize of $40,000.  An MIT teams solved the problem is just 9 hours with a budget of zero by tackling it as a marketing problem for social media.  They sent out messages to a network and promised to share the proceeds of the prize among those who found the balloon locations.  The exercise not only underscores the power and trust of the group via social media, but demonstrates a change in problem solving.  **Clay Shirky - TED Talk**  <https://www.ted.com/talks/clay_shirky_how_cellphones_twitter_facebook_can_make_history?language=en>   * media is now **GLOBAL, SOCIAL, UBIQUITOUS & CHEAP** * importance of citizen journalism, UGC and user control * shift of power from **producer professionals** to **consumer amateurs** * social capital: use of social media to ensure fair voting and protect against abuse. Last 2 US elections. * - importance of **web 2.0** as giving ordinary users the scope to form groups and communicate ‘**many to many’** (compared to the traditional **‘one to many’** media platforms TV, radio, print) * convergent nature of e-media means **increasing collaboration and social nature of the internet.** * Chinese earthquake 2009 – news communicated globally instantly and ahead of official channels *[importance of Twitter & Facebook: Arab Spring Tunisia 2011; Blackberry messenger & London Riots 2011]* * China periodically shuts down social media because they recognise it’s more powerful than official media channels. **‘Great Firewall of China’** * Audiences are now connected and talk to each other. There are a lot more amateurs than professions – [*breakdown of two step flow model (Flow theory), end of traditional, formal gatekeeping and opinion leaders*] * Media now **creates conversations** * *[U&G Model, Maslow, are now more valid than ever]* |  |

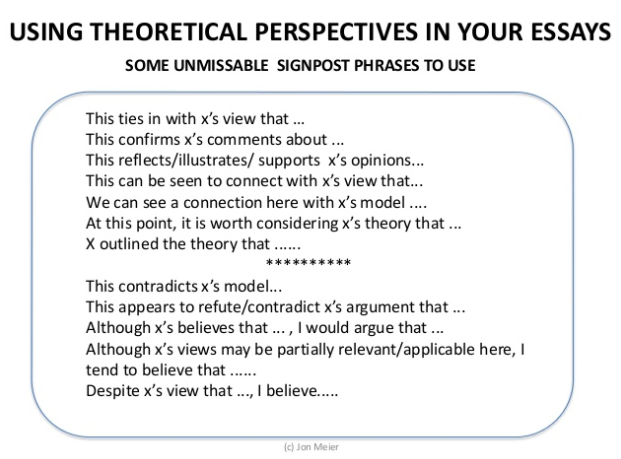
**For and against Shirkey’s end of audience model**

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| **For** | **Against** |
| Rise of audience conversations is undeniable | Ignores commercial power structures that still exist in modern media landscape  Dominance of conglomerates, oligopolies  e.g. Google Facebook |
| Lots of examples of successful crowd-funding & crowd-sourcing projects. Also popular on line campaigns  Music: Viola beach to no 1 Feb 2016 campaign following death of band in car accident in Sweden  Success of ‘Ding dong the witch is dead’ following Thatcher’s death in April 13 (see controversy on this re the BBC) | Branding and product endorsement are still powerful; brands become the new paymasters e.g Zoella & KSI  Viral videos – success is spread through word of mouth saving companies expensive distribution and placement costs. However- viral videos still rely on audiences to behave as a mass group. |
|  | Ignores the dark side of the internet – can still be an instrument of repression & control (China – the great firewall) |
|  | Digital divide – not everyone has access  - still the domain of privilege |
|  | Internet can also be an intimidating and scary place on a micro (personal) level – cyberbullying & trolling (Caroline Criado-Perez : anti feminist abuse,  Mary Beard – classicist academic -2013  Seduction & Grooming cases e.g.  Breck Bednar vs Lewis Daynes  Teen suicides- Hannah Smith (ask fm 2013), Megan Meier 2006 |

Activity A: Find other examples of successful crowdfunding projects

Activity B: Find examples of unsuccessful crowdfunding/crowdsourcing projects

Activity C: How valid is Shirky’s view that traditional audiences are breaking down and changing their character? Find some more examples & case studies to quote to support your views



**A reminder of some older theoretical perspectives**

**Marshall McLuhan 1960s** – The electronic age turns the world into a **‘global village’** [this is pre-Internet] human consciousness is a type of biological network; time and space are ‘abolished’; humanity gains a new collective identity. 4 periods of History: oral -manuscript -Gutenberg -electronic

McLuhan also coined the phrase: **‘the medium is the message’.** [whatever he meant, this is a good summary of the way modern media is obsessed with form rather than content. ]

**Raymond Williams** – Marxist perspective. Media is dominated by powerful elites. Their control is as strong as ever in the modern communications landscape. This is often called the ‘**political economy’** model. Emphasis on hegemonic rather than pluralist structures.

**The Frankfurt School** focussed on the ‘culture industries’ rather than media but the same principles apply. Their neo-Marxist ideas led to theories about the subtle persuasion of passive audiences and the Hypodermic Needle Model.

* Corporate nature of the culture industries.
* Growing industrialisation of the entertainment industries
* Pressure to grow a conformist consumer culture for the sake of profit
* Stifling of individuality in favour of the more profitable mass consumerism
* Cultivation of false hopes and needs through the growth of advertising
* **Adorno and Horkheimer** used the Hollywood film studio ‘machine’ and popular music as a starting point for their views on corporate power). Leads to a uniform culture.
* They sensed similarities with centralized state-controlled Nazi propaganda which they escaped. [They made slightly alarmist and extreme connections between Nazi doctrine and the US entertainment industry.]

These ideas developed into Passive Audiences theory and Hypodermic Needle Model. Linked **to Gerbner – Cultivation Theory and Mean World Syndrome**

The ideas of the Frankfurt school can also be linked to **Gramsci’s views on Cultural Hegemony**: manipulation of masses by attaining their consent (soft manipulation, acceptance of the **status quo** and unequal power structures)

**Breakdown of (Two-step flow) Flow theory – (Lazersfeld & Katz**): opinion leaders are no longer necessarily members of social, corporate elites. The old model is no longer valid where there was a 2 way interaction between elites including media editors/proprietors and their audiences. Decline of **gate-keeping.**

This is also comparable to the breakdown of **Hall’s 3 readings model** as hegemonic readings become more fluid and disrupted.

A word about **Andy Warhol:** not a media theorist but much of his work perfectly illustrates some key media ideas– ‘in the future, everyone will have their **15 minutes of fame’**. + look at his work which comments ironically on the **duplication, mass production and commercialisation** of art.

**Feminism, identity & the Media**

**Judith Butler – ‘Gender Trouble’**

Gender is a result of conditioning. Links to Queer Theory which regards sexuality in the same way. rejects binary view of gender relations (and blames feminism for in some way reinforcing fixed gender structures)

Media starts to challenge traditional gender roles – e.g. Pirates of the Caribbean & Johnny Depp’s Camp performance.

<http://www.slideshare.net/kksmedia/queer-theory-15305722>

[‘Legend’ (Brian Helgeland 2015, starring Tom Hardy) –Reggie’s willingness to save his heterosexual relationship with Frances is could be a reaction to his more troubled brother Ron’s homosexuality. The popularity of films such as ‘Carol’ (Todd Haynes, 2015) and ‘The Danish Girl’ (Tom Hooper, 2016) show a new interest in concepts of gender and sexuality.]

[Advertising, tabloid press, lifestyle mags all communicate a view of sexuality which confirms or refutes ideas on fixed gender. There is no doubt that the mainstream pop industry has tended to infantilize and sexualize young girls. Robin Thicke ‘Blurred Lines’. Rap and hip-hop accentuated macho culture.]

**bell hooks**

focuses on the relationship between race, capitalism, and gender.

“Representation is ………a major realm of power for any system of domination. We keep coming back to the question of representation because identity is always about representation".

[links to Hall’s dominant readings]

In her book *Reel to Real* she discusses the effect that movies have on any given individual with specific emphasis on the black female spectator.[[25]](https://en.wikipedia.org/wiki/Bell_hooks#cite_note-FOOTNOTEhooks1996197-25) For people who believe movies represent things the way that they are in the world; as being real, she states, "...giving audiences what is real is precisely what movies do not. They give the reimagined, reinvented version of the real. It may look like something familiar, but in actuality it is a different universe from the world of the real. That's what makes movies so compelling." She goes on to explain, "...no matter how sophisticated our strategies of critique and intervention, [we] are usually seduced, at least for a time, by the images we see on the screen. They have power over us, and we have no power over them.".[[26]](https://en.wikipedia.org/wiki/Bell_hooks#cite_note-FOOTNOTEhooks1996-26)

“a huge majority ….think feminism is anti-male. Their misunderstanding of feminist politics reflects the reality that most folks learn about feminism from patriarchal mass media.”

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**Activity:** Research Alison Bechdel, Laura Mulvey, Germaine Greer, Betty Friedan, Susan Sonntag, Susan Faludi & give your own views based on changing media trends

Caitlin Moran and Laurie Penny also have interesting things to say about media pressures on young women and girls

TEST ON NDM COMMENTATORS & THEORISTS

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| 1. What do we call the version of the web that is interactive and user-centred? 2. Give the term which means ‘all platforms and content coming together in a single device or format’ 3. What is UGC? Give an example. 4. Which of the following means ‘spreading’: propaganda/proliferation/profligacy 5. Which artistic and intellectual movement is based on simulation, imitation, re-invention, parody, borrowing, self-referencing, style over content, merging of low and high culture, breakdown of rules and divisions | 1)Web 2.0  2) Convergence  3) User-generated content e.g. Youtube  4) proliferation  5) Post-modernism |
| 1. Which commentator/ theorist supports the idea of fluid, multiple   Identities?   1. Jenkins supports the idea of convergence and cross-media media content. What does he call multi-platform, interactive content? 2. Give another word for interactive /sharing, used by Jenkins to analyse fandom 3. According to Jenkins, the internet is made up of digital ……………. 4. Give an example of participatory media | 6) David Gauntlett  7) transmedia  8) participatory  9) communities  10) e.g. Fanfiction |
| 1. Digital media is essentially participatory (shared). What is the neat term used by Tim O’Reilly to describe this common, shared form of media? 2. Give a more complex term used to describe the above: cy……… 3. Who invented HTML, the language of web pages? 4. Many see the threat to freedom as coming, not from governments but from large companies, known as media …………….. 5. Guardian commentator, psychologist and broadcaster of ‘The Digital Human’ | 11) ‘we media’  12) cyberdemocracy  13) Sir Tim Berners-Lee  14) conglomerates  15) Aleks Krotowski |
| 1. Jakob Nielsen’s term for active engagement with media 2. What is dual/second screening? 3. What is the opposite of the ‘one to many’ transmission model? 4. Opposite of hegemony? 5. Democratization means giving power to | 16) lean-forward technology   1. Using 2 screens at once 2. Many to many 3. Pluralism 4. the masses/ordinary people |
| 1. Digital media has perhaps led to the decline of: mass media/ social media/fast-food. 2. News reports produced and generated by ordinary people. 3. Power concentrated in the hands of a small powerful group of companies or people. 4. Bassett and Poster coined this term for the digital supremacy of ordinary users 5. Chris Anderson’s theory about products being given sales boosts through ongoing digital media interest | 1. Mass media 2. Citizen journalism 3. Oligopoly 4. Cyberdemocracy 5. Long tail theory |
| 1. Give a recent example of media intrusion into the private lives of celebrities 2. What is the connection between Lady Diana’s death and the media? 3. Adorno and the ……. School believed that culture was being commodified by turning audiences into passive, mass consumers in order to increase profit. 4. The genre-theorist behind ‘modern genre= repetition and difference’ 5. Who was the futurologist and what term did he invent in the 1980s? (not Marshall McLuhan) Why was his book called the ‘The Third Wave’? | 1. e.g. Prince Harry & Meghan Markle 2. Press intrusion, greed, pressure for stories 3. Frankfurt 4. Steve Neale 5. Alvin Tofler, prosumer   Digital revolution followed the industrial rev which followed the argricultural rev |