



MASARYKOVA UNIVERZITA

Media Society and Culture



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Frankfurt School

- The Institute for Social Research, part of the University of Frankfurt am Main, Germany
- founded in 1924 and was devoted to the study of scientific Marxism
 - Theodor W. Adorno (philosopher, sociologist and musicologist)
 - Walter Benjamin (essayist and literary critic)
 - Herbert Marcuse (philosopher)
 - Max Horkheimer (philosopher, sociologist)
 - Erich Fromm (Freudian analyst)
 - Jürgen Habermas (philosopher and social theorist)

Frankfurt School

☞ Main historical influences:

- ☞ The failure of proletarian revolutions in Western Europe, and the successful 1917 revolution in Russia
- ☞ The rise of European Fascism
- ☞ Dominance of Monopoly Capitalism

“Critical theory” Critical of what?

- ☞ Current social conditions to bring hidden structures to light
- ☞ From political-economy determinism to mutual shaping among politics-economy-culture

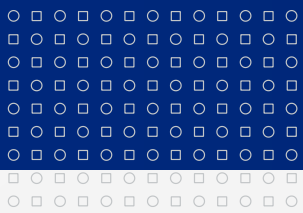
Culture Industry

☒ Adorno & Horkheimer

- ☒ Movies and radio need no longer pretend to be art, The truth that they are just business is made into an ideology
- ☒ Interested parties explain the culture industry in technological terms...No mention is made of the fact that the basis on which technology acquires power over society is greatest.
- ☒ Use value -> Exchange Value
- ☒ 'Genuine' or 'autonomous' art VS the products of the culture industry (Standardization)

➤ Culture Industry

- Art can provide an alternate vision of reality
- The radical character of autonomous art stems not from its content but from its form
- Culture Industry - The triumph of instrumental reason over the role of culture
- Standardized art does nothing to stimulate critical social reflection. Rather, it creates standardized responses.
- Extinguishing the revolutionary potential of the masses, by providing relief from the stresses of life under capitalism through brief and surface level distractions
- Culture Industry cements its audience to the status quo, and transforms culture itself into an ideological medium of domination



<http://www.pbs.org/wgbh/pages/frontline/shows/cool/view/>

