

Texts

Diversity, Quality, & Social Justice

Media and Cultural Industries

Week 12/Conclusion

Texts, Cultural Industries and Change

- Products = Complex, ambivalent
 - Optimists/Pessimists_Armchair Assessments
- Choice, Diversity, Multiplicity
 - Homogeneity vs. Diversity
 - Programming and Power
 - Music (MTV) – [David](#) Bowie
 - TV
 - Press – Information vs. Entertainment (discourses and absences)

Social Justice

- Advertising, Commercialization and the interests they foster/support
 - Promoting/inhibiting social justice
 - Media dependent on advertising – effects?
 - The Logics of Advertising (go deeper)
 - Capitalist Realism (Schudson, 431)
 - Personal Branding; commitment to self instead of external collective
 - Cross media advertising synergies (what “bubbles up”)
- Quality and Integrity of Culture (?)

The Politics of Entertainment

- Economic Incentives/Political Messages
 - Irony/Indifference as Political Response
 - The Simpsons and South Park = “Whatever”
- Texts: Challenge AND Reproduce Societal Conceptions of Racism, Sexism, Xenophobia, etc.
- Popular culture as Political (?)
 - Corporate freedom ends where corporate discomfort begins (\$)

Journalism

- Collapse of Journalism (integrity, objectivism, challenge to authority)?
 - Citizen Journalism
 - Tabloid News “standards” (If it bleeds, it leads”; Sports Journalism)
 - Colin Kaepernick
 - Eurovision - [Conchita](#)
 - Audience Fragmentation
- The Public Interest? The Public Sphere?

Fragmentation

- Demographics; niche audiences (\$)
- Shared Consumption (?)
- Short Attention Spans/surfing
 - How to capture and retain attention; focus
- Shock tactics; the “event” (spectacle)
- Celebrity and Reality TV
 - Authenticity/Politics (?); Societal Impact

Quality

- Standards to Maintain or Eye of the Beholder?
 - Books, Films, Music, Video Games
 - Old Arguments revisited.

Conclusions

- Diversity/Quality is an elusive concept
- Tune in or Tune out?
- Purpose of this chapter

- Conclusions: A New Era in Cultural Production?
 - Change?
 - Commercialization and its impact
 - The implications for Cultural Workers