

# 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)
      - 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