

ZUR 393k: Effects of Mass Media

Outline for 7 September / Adorno & Frankfurt School
“Updated”

- key argument, responses to, and echoes of FS
- key concepts:
 - authenticity / high, mid or mass, folk culture
 - branding
 - public sphere

Adorno's analysis of popular culture

Concerned with media effects on two levels:

- PRODUCTION → TEXT
- TEXT → AUDIENCE

PRODUCTION

(music/entertainment industry)

- monopolization
- “Films, radio, television make up a system which is uniform as a whole and in every part. . . . Under monopoly all mass culture is identical” (“The Culture Industry” 349).

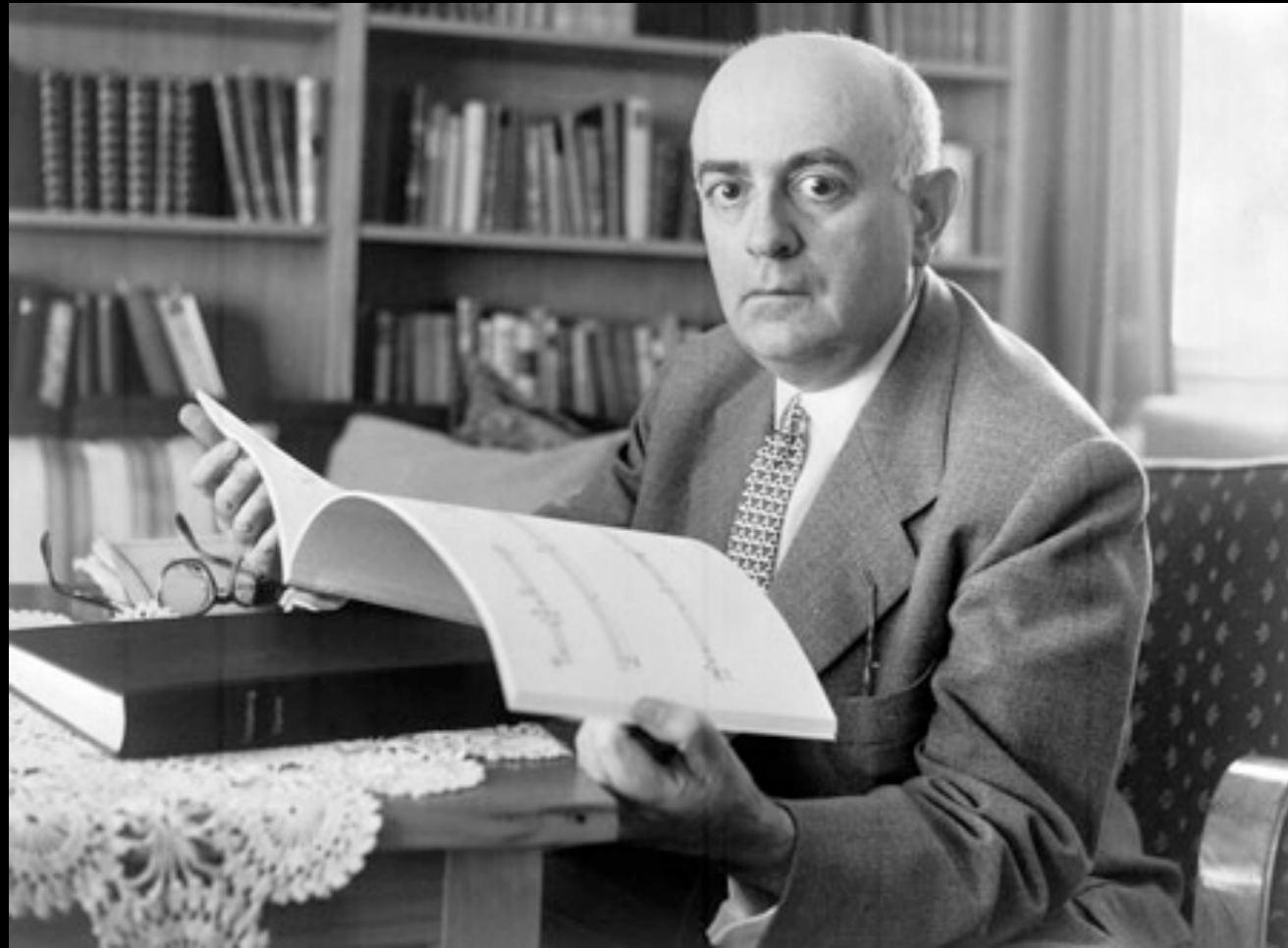
- structural standardization
- repetition
- pseudo-individualization
- “glamor”
- baby talk



CONSUMER (Audience)

“structural standardization aims at standard reactions”

(Adorno, “OPM,” 21)



work and leisure

“Amusement under late capitalism is a prolongation of work. . . . [M]echanization has such a power over a man’s leisure and happiness, and so profoundly determines the manufacture of amusement goods, that his experiences are inevitably after-images of the work process itself”

(Adorno and Horkheimer, “The Culture Industry,” p. 361).



“The paradise offered by the culture industry is the same old drudgery.”

(“The Culture Industry,” p. 365)





"Dialectic thought is an attempt to break through the coercion of logic by its own means."

Theodor Adorno

http://theculturefix.blogspot.com/2014_01_01_archive.html

- explicitly critiques the rationale that media simply give the consumer what s/he wants
- “The people clamor for what they are going to get anyhow” (OPM, 38).



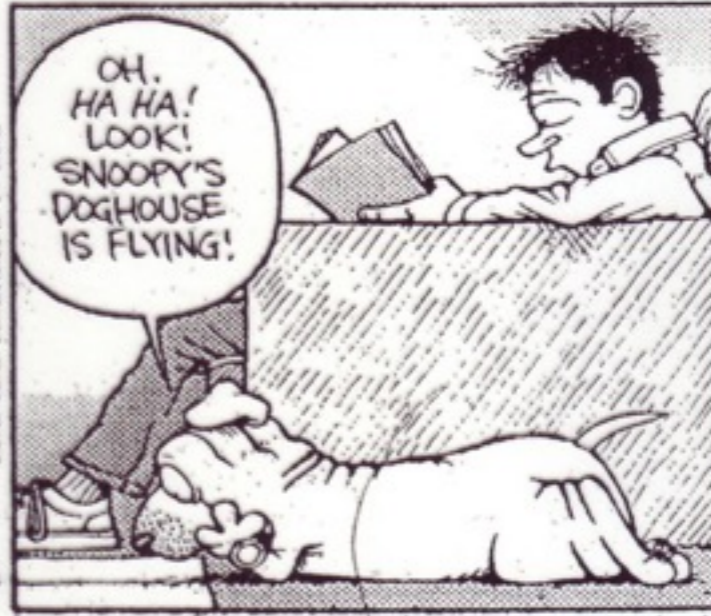
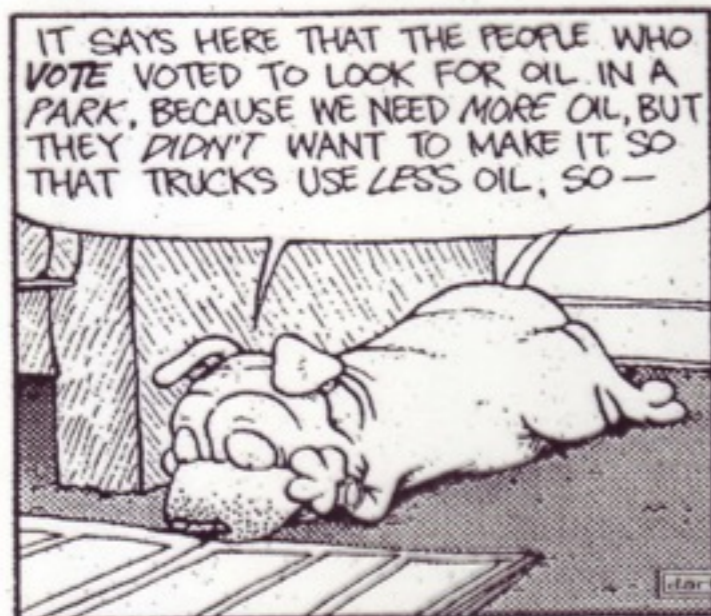


Entertainment and Pleasure

“Pleasure hardens into boredom, because if it is to remain pleasurable it must not demand any effort”

(“The Culture Industry,” p. 361)

GET FUZZY Darby Conley



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"Pleasure always means not to think about anything, to forget suffering even where it is shown.

Basically it is helplessness; it is flight; not--as it is asserted--
from a wretched reality, but from the last remaining
thought of resistance"
("The Culture Industry," p. 367)

“What is decisive today is ... the necessity inherent in the system not to leave the customer alone, not for a moment to allow him any suspicion that resistance is possible.”

(“The Culture Industry,” p. 365)





“The most mortal of sins in this culture is to be an outsider.”

(“The Culture Industry,” p. 371)

Political potential for popular culture/popular music ?

See Adorno on “social cement/psychic adjustment”
“OPM,” pp. 39-42

Political potential for popular culture/popular music ?

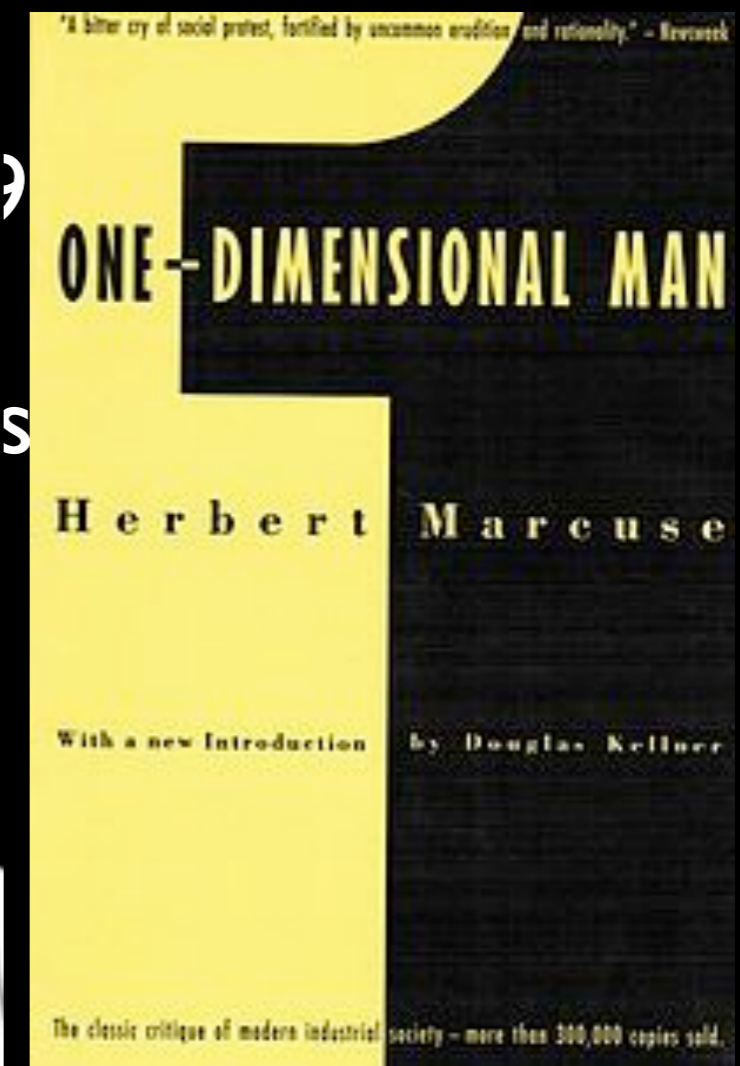
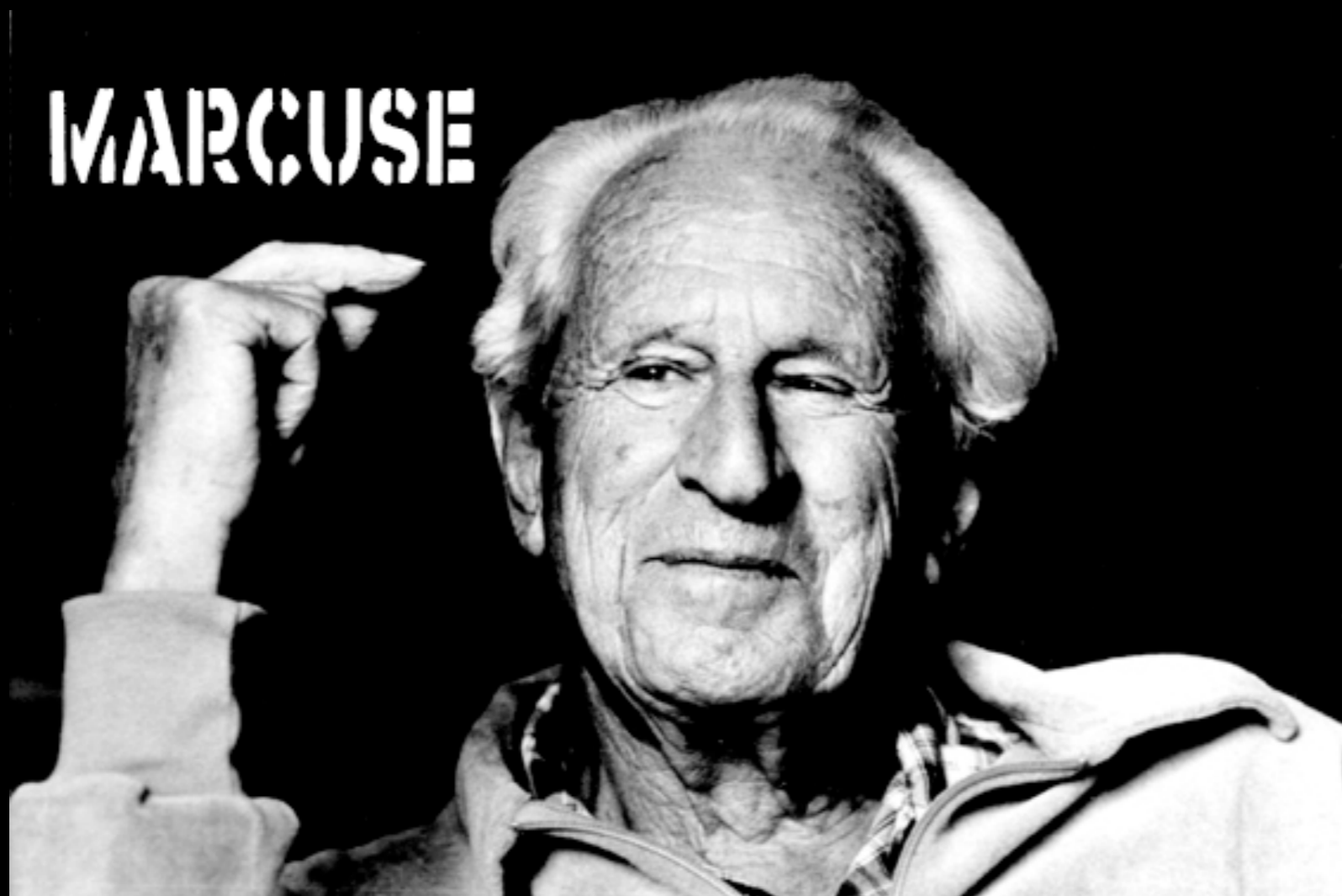
“Theodor Adorno: Music and Protest”
B. Ricardo Brown

<http://www.youtube.com/watch?v=-njxKF8CkoU&feature=related>

Reception of FS Writings

surge of interest in late 1960s and 1970s

- Herbert Marcuse, *One Dimensional Man*



Two Primary Critiques of FS

I. viewed as conservative and elitist
("retreat to the Grand Hotel abyss")



- A. can be extended to critique high art
- B. resource: NPR story "From the Top" <http://www.npr.org/templates/story/story.php?storyId=112525874> (Sept. 5, 2009)

Answering Adorno

To write poetry after Auschwitz is barbaric.

- Theodor Adorno

Since you doomed poetry nothing has changed.
People are the same, maybe worse.
In Bosnia they have raped by battalions,
nailed children to doors, rubble fine old Europe
block by block, and the new evil pours into the deep cup
with the evil I have already seen, overflowing.
Convention demands that I mortify something.
My flesh. My heart. Any joy I might have
on this April day with forsythia suddenly everywhere
and the willows aching green gold.
Adorno, your words are like snow lingering
where shade and wind hold out against the sun.

Doug Anderson

from Blues for Unemployed Secret Police (2000)

Two Primary Critiques of FS

- critique of FS view -- total encapsulation of the audience / false consciousness



“Spontaneity is consumed by the tremendous effort which each individual has to make in order to accept what is enforced upon him.... In order to become a jitterbug or simply to ‘like’ popular music, it does not by any means suffice to give oneself up and to fall in line passively. To become transformed into an insect, man needs that energy which might possibly achieve his transformation into a man” (OPM, 48)





Taylor Swift - Shake It Off



TaylorSwiftVEVO ✓

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'Cause the players gonna play, play, play, play, play
And the haters gonna hate, hate, hate, hate, hate
Baby, I'm just gonna shake, shake, shake, shake, shake
I shake it off, I shake it off

83,438,867

http://www.youtube.com/watch?v=nfWlot6h_JM

"When philosophers, who are well known to have difficulty keeping silent, engage in conversation, they should always try to lose the argument, but in such a way as to convict their opponent of untruth."



Adorno



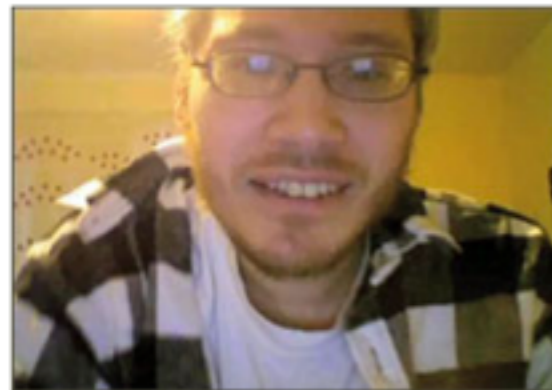
Facebook's "Adorno Changed My Life"

A Film by Georg Boch

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Printable Version 



Theodor Adorno was an influential member of the Frankfurt School of social theory — a German-born intellectual who fled Nazi Germany for America, and whose work anticipates and informs much post-modern theory. In this revolutionary "participatory documentary," digital filmmaker Georg Boch, one of more than 200 people that belong to a Facebook group called "Adorno Changed My Life," sets out to learn how Adorno's work has touched the group's lives.

For the film, Boch solicits videos and Skype conversations. Unlike the traditional documentary, this approach allows each of the participants to frame how they want to be perceived and to direct their own conversations.

For art historian Travis English, who shamelessly multitasks on camera, reading Adorno for the first time was like "swallowing a stick of dynamite." Australian intellectual Ivan Krisjansen (who uses a portrait of Adorno as his Facebook profile photo) compares it to "climbing Mount Everest, standing on the peak and being able to see forever."

Digital culture critic Dennis Redmond — who at times speaks in front of a shelf full of teddy bears — sees parallels between Adorno's work and the digital commons. Redmond encourages viewers to read random pages from Adorno to see how they seamlessly fit into a whole in the same way that fragments of digital culture mesh.



Buy DVD

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28 minutes / color

Release: 2011

Copyright: 2010

Sale: \$248

Subject areas:

[Cultural Studies](#), [Germany](#), [Media Studies](#), [Philosophy](#), [Political Theory](#), [Psychology](#), [US & Canadian Broadcast Rights](#)

Related Titles:

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FACEBOOKOV 'ADORNO MI JE PROMIJENIO ŽIVOT' / FACEBOOKS ADORNO
CHANGED MY LIFE



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*Adorno Changed
My Life (2011)*
[https://www.youtube.com/
watch?v=cuAyM0neMQ](https://www.youtube.com/watch?v=cuAyM0neMQ)

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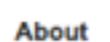




The Axis of Awesome: 4 Chords Official Music Video

 axisofawesome · 28 videos

 149,017

14,833,640

 201,424  1,761

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

Frankfurt School “Updated”

concerns with state of contemporary popular culture

(in some cases esp. with popular music)



Requiem for Detroit

🕒 1:15:23 📺 72301 📅 12.09.2013



Film about decay and industrila collapse of Detroit.

Requiem for Detroit? (2010)

TV Movie - 76 min - Documentary - 13 March 2010 (UK)

Director: Julien Temple

Stars: Julien Temple, Lowell Boileau, Paul Thal | [See full cast and crew](#)

Niedwiecki

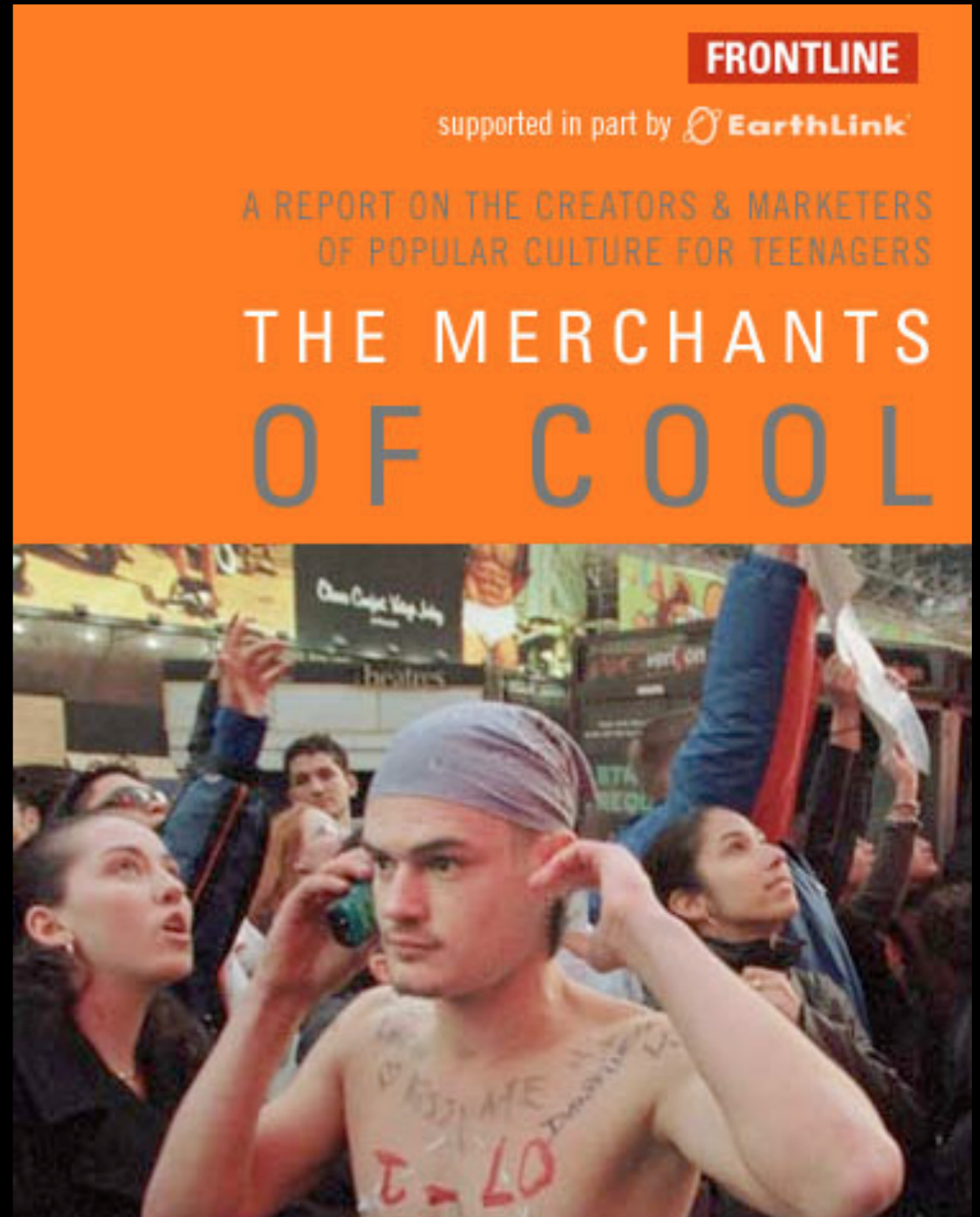
- relationship between popular culture and individual identity
 - media narratives internalized



Cisco: “Welcome to the Human Network”

Merchants of Cool (2002)

PBS: Frontline



authenticity

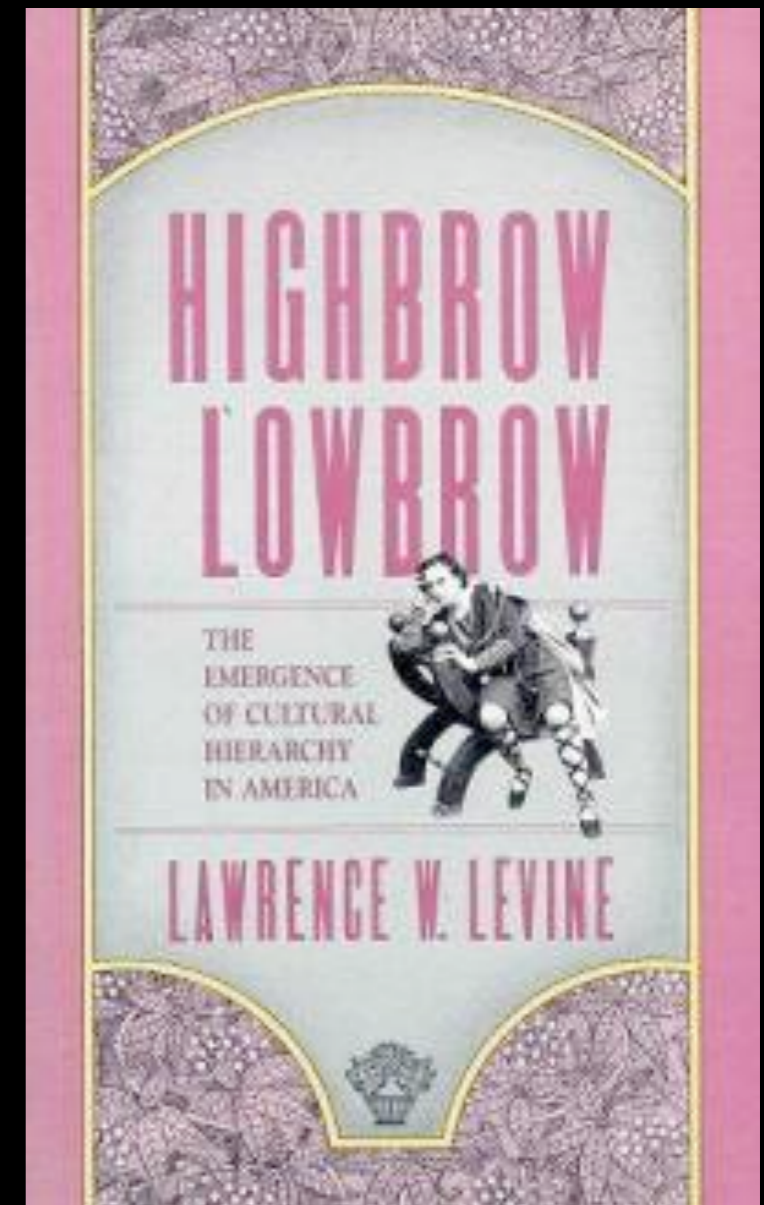
Dwight Macdonald “A Theory of Mass Culture” (1953)

“For about a century, Western culture has really been two cultures: the traditional kind -- let us call it ‘High Culture’ -- that is chronicled in the textbooks, and a ‘Mass Culture’ manufactured wholesale for the market” (59).

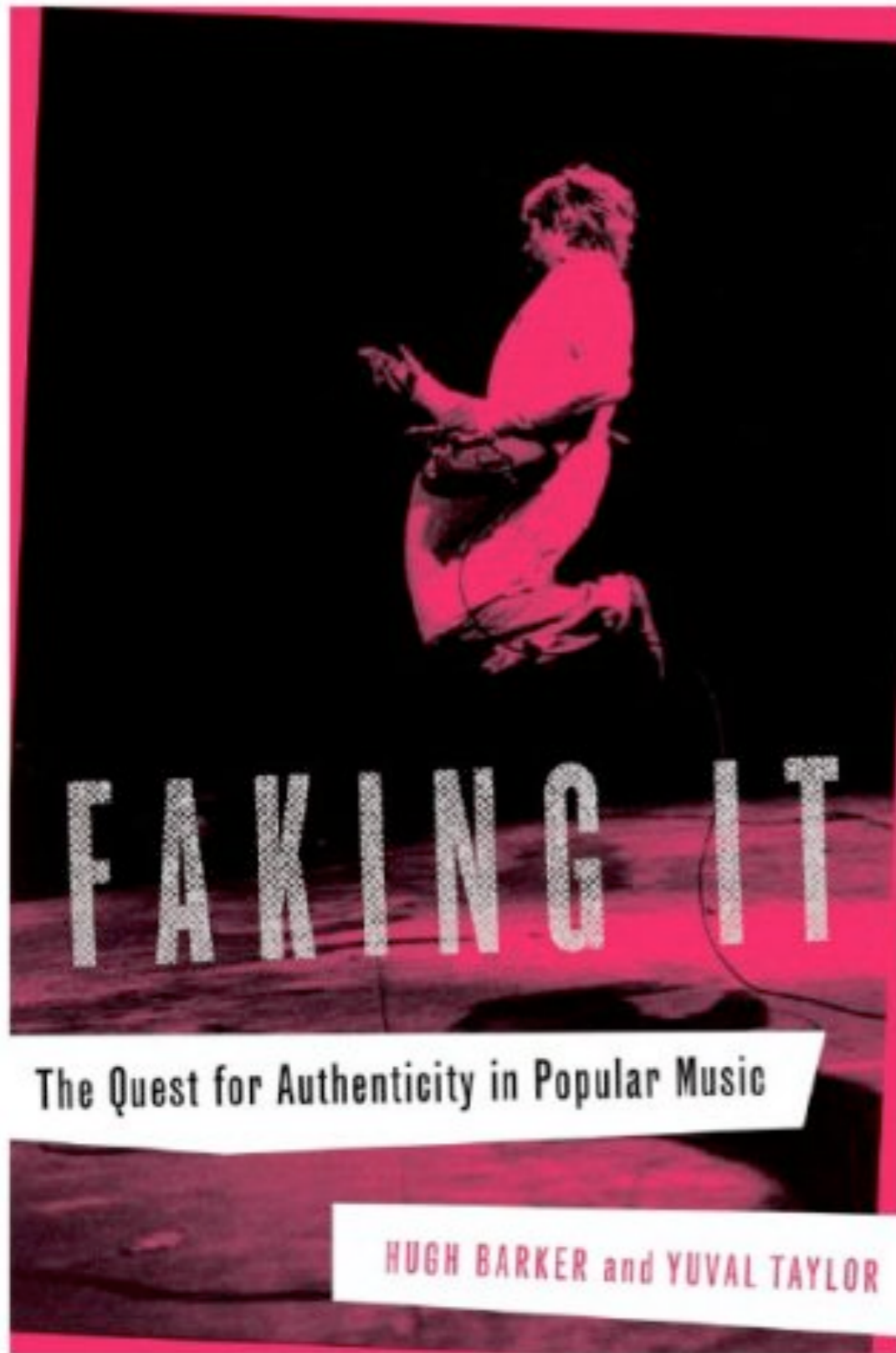
- high culture depends on exacting standards and discriminating judgments
- mass culture is imposed from above, an instrument of political domination



Lawrence Levine



- *Highbrow / Lowbrow: The Emergence of Cultural Hierarchy in America (1988)*
- “The aficionados of any cultural genre can become stubbornly elitist and insular in their conviction that the sun shines brightest in their own cultural backyards” (255).



Faking It: The Quest for Authenticity in Popular Music Hardcover – Bargain Price

by [Hugh Barker](#) (Author) , [Yuval Taylor](#) (Author)

★★★★★ (6 customer reviews)

Musicians strive to “keep it real”; listeners condemn “fakes”; ... but does great music really need to be authentic?

Did Elvis sing from the heart, or was he just acting? Were the Sex Pistols more real than disco? Why do so many musicians base their approach on being *authentic*, and why do music buffs fall for it every time? By investigating this obsession in the last century through the stories of John Lennon, Kurt Cobain, Jimmie Rodgers, Donna Summer, Leadbelly, Neil Young, Moby, and others, *Faking It* rethinks what makes popular music work. Along the way, the authors discuss the segregation of music in the South, investigate the predominance of self-absorption in modern pop, reassess the rebellious ridiculousness of rockabilly and disco, and delineate how the quest for authenticity has not only made some music great and some music terrible but also shaped in a fundamental way the development of popular music in our time.



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Pop music notes on the decade: Authenticity takes a holiday

December 18, 2009 | 6:15 am



Emotions were fed through Auto-Tune, and downloading wrecked the industry. But things appear to be changing for the better.



[Click here for Ann Powers' best of 2009.](#)

Recently asked what the word "authenticity" meant to her, Lady Gaga -- the last major pop star to emerge during the decade we're now departing -- tried her best, at first. "Integrity, intention," she said, furrowing her neatly plucked brow. Then she gave up the pretense. "I can say this . . . to you all day," she harrumphed. "It's not gonna reap anything."

She's right. Of all the aspects of pop that went into fatal mutation mode in recent years, the cult of authenticity was hit perhaps the hardest. The advent of downloading wrecked the music industry as we've known it, and along with many jobs and old-fashioned rock star dreams, core assumptions about what makes music meaningful have been changing, too.

[http://
latimesblogs.latimes.com/
music_blog/2009/12/pop-
music-notes-on-the-
decade-authenticity-takes-
a-holiday.html](http://latimesblogs.latimes.com/music_blog/2009/12/pop-music-notes-on-the-decade-authenticity-takes-a-holiday.html)

Rock is dead, says Gene Simmons

By Todd Leopold, CNN

updated 3:08 PM EDT, Mon September 8, 2014

CNN Entertainment



For 40 years, KISS has been enthralling fans with its hard-rock sound, over-the-top look and pyrotechnic shows. Although Gene Simmons has claimed in *Esquire* magazine that "rock is finally dead," KISS is one of the genre's most enduring bands. Here's a look back at the group over the years. Left to right, Paul Stanley, Peter Criss, Gene Simmons and Ace Frehley pose for KISS' first album in 1974.

40 years of KISS

HIDE CAPTION

STORY HIGHLIGHTS

- Gene Simmons asserts that "rock is dead" in *Esquire* interview
- It didn't have to happen, he adds: "It was murdered"
- The Who declared rock dead in 1972

(CNN) -- Add Gene Simmons to the list of people pulling the plug on rock 'n' roll.

In an interview with *Esquire* conducted by his son, Nick, legendary rocker and KISS frontman Simmons said that -- thanks to a crumbling business model, including "file-sharing and downloading" by fans who believe they "were entitled to have something for free" -- "rock is finally dead."

<http://www.cnn.com/2014/09/08/showbiz/music/rock-is-dead-gene-simmons-esquire/>

Why Hipsters Hate On Lana Del Rey

From indie to rap to South Texas polka, music communities fight to define authenticity in pop

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(PHOTO: DOMINIC FAVRE/CORBIS)

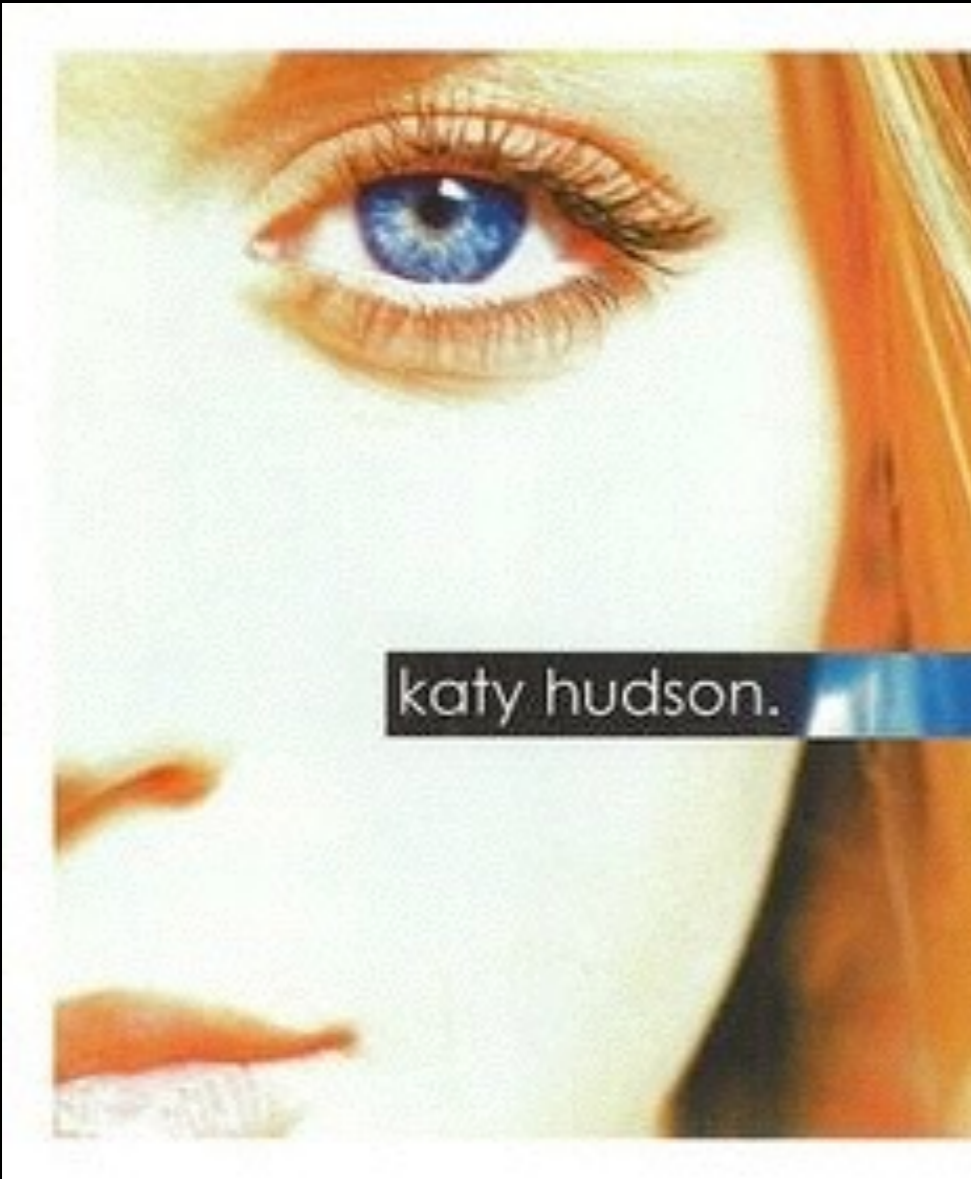
December 19, 2012 • By [Jennifer C. Lena](#) • [16 Comments](#)

BY THE TIME SHE MADE HER WARBLING NATIONAL DEBUT on *Saturday Night Live* in early 2012, a thousand conspiracy theories had already bloomed about the singer Lana Del Rey. With looks reminiscent of a '70s-era Bond girl, a backstory that includes a stint living in a trailer park, and a couple of lush-sounding, grainy-looking music videos, Del Rey had emerged in the summer of 2011 and quickly captivated the online tastemaking elite of the alternative-music scene.

You can see her appeal to the indie crowd in this video for her song "Video Games:"

“ambivalence,
spite, fury”
(OPM, 42)

[http://www.psmag.com/
culture-society/lana-del-rey-
hip-hop-grunge-rick-ross-
authentic-music-50442/](http://www.psmag.com/culture-society/lana-del-rey-hip-hop-grunge-rick-ross-authentic-music-50442/)



katy hudson.



TEARDROPS ON HER GUITAR: TAYLOR SWIFT'S 10 COUNTRYEST SONGS

Though she may "Shake It Off" these days, Taylor Swift's first seven years always kept a foot in Nashville

By **Grady Smith** |

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Photo: (Ethan Miller/Getty Images)

September 8, 2014

When **Taylor Swift** announced her "very first documented, official pop album," more than a few country traditionalists rolled their eyes. *"Swift has always been pop,"* they said – and they weren't completely wrong. It's undeniable that the superstar's musical output has always contained a rather strong pop influence (to be fair, so has almost all mainstream country music over the past decade); and in her eight years in the spotlight, she's never tried to imitate the robust twang of, say, Waylon or Reba.

RELATED



Cover Story: The Reinvention of Taylor Swift

But to claim that Swift's catalog contains no legitimate country elements is to ignore many of her signature tracks, which evoke classic country in their

instrumentation, themes and song structure. So now that Swift has officially "gone pop," let's reminisce on her ten countryest songs — ordered chronologically, not by authenticity.

<http://www.rollingstone.com/music/lists/teardrops-on-her-guitar-taylor-swifts-10-countryest-songs-20140908>



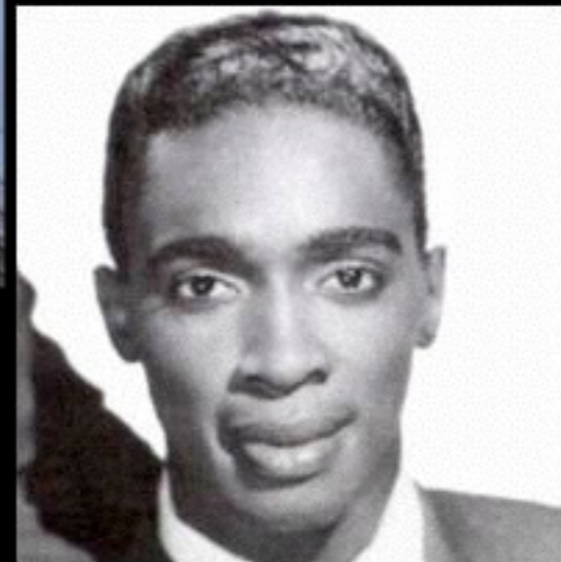
- folk culture is “genuine”; poor people participate in its production

released 1997;
Grammy 1998



released 2000;
5 Grammys 2002





(Forever) 27 Club

DIY Culture (multiplicity)

“Our argument is that in the system of bifurcated art worlds—self-production and traditional—the freedom allowed by self-production siphons off the most creative artists into a system of production that generates products that are unlikely to reach a mass audience, are unlikely to receive critical acclaim, and ultimately unlikely to be influential or to have lasting value. At the same time, less-creative artists, who are willing to submit to manipulation by the music industry, are left to produce a large body of popular music even more vacuous than has been the case in the past” (Ryan and Hughes 251).

Austin Mahone: I Got Flown To Girls' Birthday Parties

HuffPost Live | Kira Brekke | Posted 05.29.2014 | Teen

Read More: Austin Mahone, Austin Mahone New Album, Austin Mahone Fame, Pitbull, Austin-Mahone-the-Secret, Youtube Sensations, Hpl, Austin Mahone Youtube, Mahomies, Teen News

It's hard to believe Austin Mahone is already 18 years old... or maybe it isn't. Though the young YouTube-star-turned-heartthrob snagged his first rec...



[Read Whole Story](#)

Rebecca Black Gifts Us With A 'Saturday' Music Video

The Huffington Post | Matthew Jacobs | Posted 12.07.2013 | Entertainment

Read More: Youtube Sensations, Dave Days, Rebecca Black, Rebecca Black Saturday, Saturday Music Video, Dave Days Saturday, Rebecca Black Saturday Video, Rebecca Black Dave Days, Rebecca Black Friday, Entertainment News

Rebecca Black was so exhausted by "Friday" that didn't want to get out of bed at the start of "Saturday." But by the new music video's end, she's atte...



[Read Whole Story](#)

A-Sides Interview: Megan and Liz Spread Some Holiday Cheer

Jon Chattman | Posted 02.02.2014 | Entertainment

Read More: Megan and Liz, Megan and Liz Christmas, Cotton-Headed Ninny Muggins, A-Sides, Youtube Sensations, Oh Holy Night, Radiodisney, A-Sides With Jon Chattman, Ichiro Suzuki on Roller Skates, O Holy Night, Nathan Chapman, Fangirling, Entertainment News

You'd have to be a cotton-headed ninny muggins not to realize re the holiday season is all up in our respective grills right about now. Holiday specia...



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WATCH Michelle Jenneke In Sports Illustrated Video

The Huffington Post | Ron Dicker | Posted 02.13.2013 | Sports

Read More: Style News, Bikini Models, Video, Sports Illustrated, Michelle Jenneke, Michelle Jenneke Sexy Dance, Sports Illustrated Swimsuit Issue, Michelle Jenneke Sports Illustrated, Youtube Sensations, Michelle Jenneke Video, Hurdler, Australian Hurdler, Swimsuit Models, Sports News

When it comes to expanding her celebrity, Michelle Jenneke still has some wiggle room. The Australian hurdler now appears in the Sports Illustrated Sw...



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The Man With The Golden Voice: Going From Homeless To Famous

Posted 05.18.2012 | Books

Read More: Ted William, The Golden Voice Book, Memoirs, Youtube Sensations, Excerpts, Slideexpand, Man With Golden Voice, Golden Voice, Books News

The following is excerpted from Ted Williams's memoir (co-written with Bret Witter) "The Golden Voice." The book recounts Williams's youth, his battle...



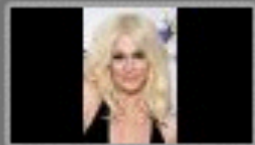
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Famous YouTube Sensations



PHOTO 8 OF 10



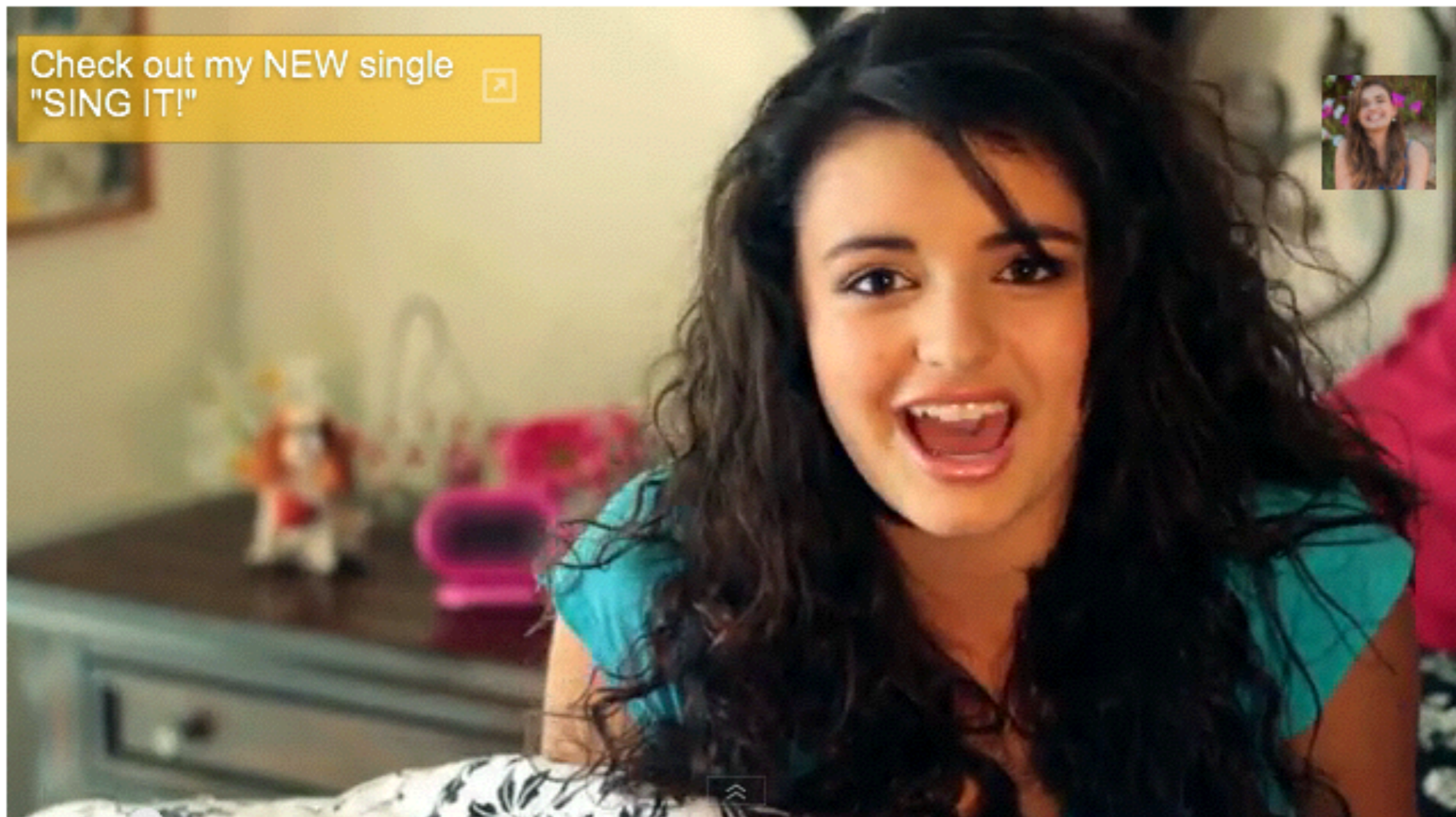
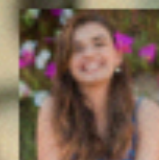
Justin Bieber

If it weren't for YouTube, there would be no [Justin Bieber](#). The 17-year-old Canadian sensation was discovered by former So So Def marketing executive Scooter Braun and eventually signed to [Usher's](#) Raymond Braun Media Group. As they say, the rest is history.

(Photo: James Devaney/WireImage)

<http://www.bet.com/shows/lets-stay-together/photos/famous-youtube-sensations.html#!011912-shows-lets-stay-together-you-tube-randall-the-honey-badger>

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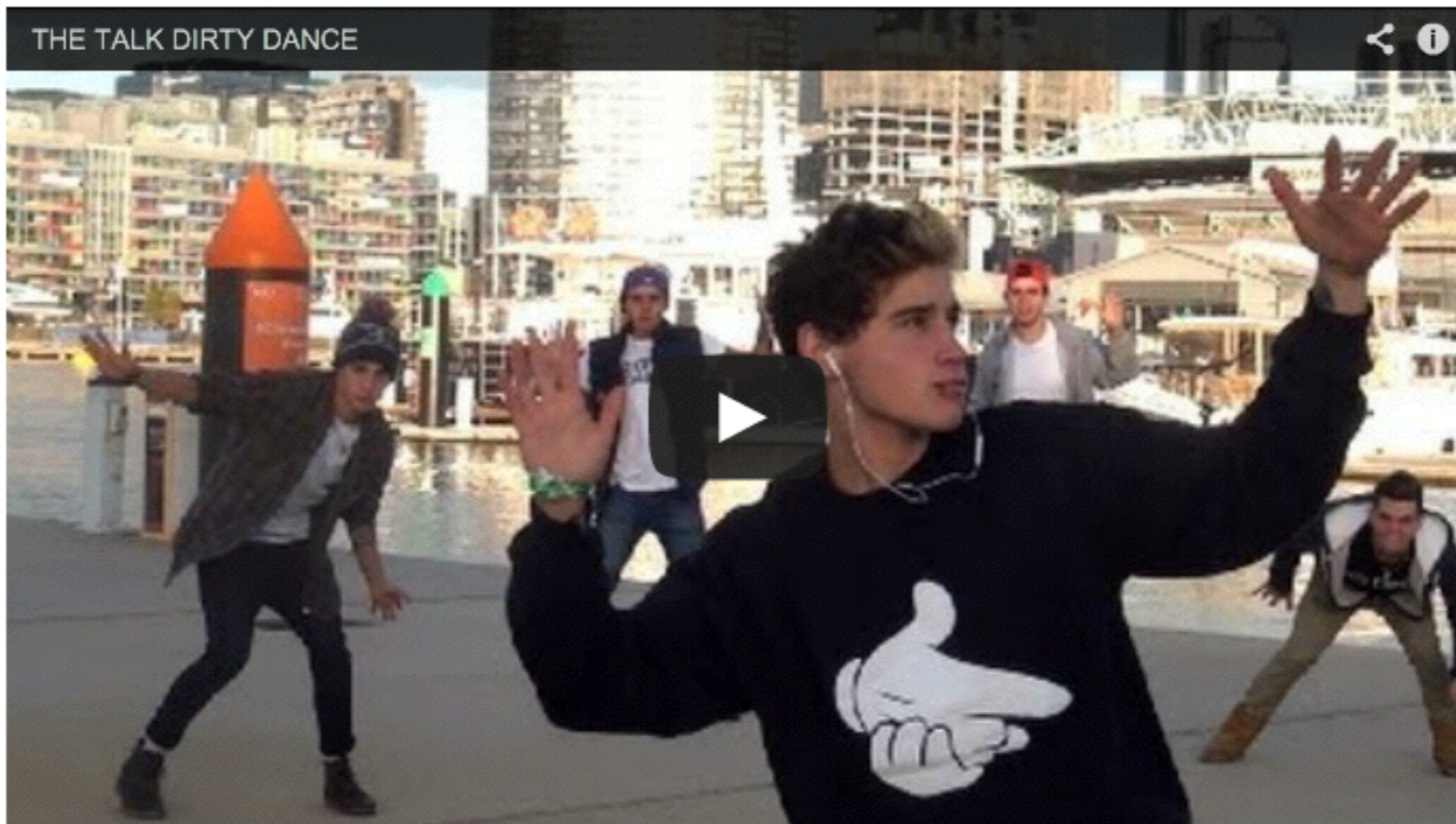
3,004,131

👍 57,248 🗨️ 28,469

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9. Janoskians

The name is short for "Just Another Name Of Silly Kids In Another Nation," and this is literally true. They are a YouTube comedy group of five pranksters, singers and entertainers. Not to mention, their crazy good looks have captured the hearts of teens worldwide. They've gone on a tour through England, Scotland, Ireland, Denmark, Sweden, Canada, America, New Zealand and Australia and have over 1,000,000 YouTube subscribers. One member, Jai Brooks, even dated Ariana Grande.



WOMEN WHO ROCK 2012



*Karmin Wins Rolling Stone's
"Women Who Rock" Competition!*

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NEWS MEDIA MUSIC EVENTS ABOUT COMMUNITY STORE FREE STUFF



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NEWS MEDIA MUSIC EVENTS ABOUT COMMUNITY STORE FREE STUFF

10 Steps To Becoming A YouTube Sensation

by Brittany Hendricks

July 30, 2013 12:15 PM

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(Photo by Vallery Jean/FilmMagic)

Related Tags: Austin Mahone, cimorelli, Internet Sensations, Justin Bieber, Karmin, Robin Thicke, ryan beatty, youtube

These days, it seems like there are a lot of popular artists who have been discovered on the internet... mainly YouTube: Sean Kingston, Austin Mahone, Lana Del Rey, Ryan Beatty, Cimorelli, this guy named Justin Bieber?! Well one of the most popular YouTube sensations — Karmin — is headed straight for the QC with the Jonas Brothers! In honor of their show tonight, we thought we would help all the dreamers out there with becoming YouTube sensations! Check it out and let us know what you think.

10. Be yourself... & HAVE. FUN!

This needs no explanation, but we're going to do it anyway. Don't be someone you're not. You might see some YouTube sensations turned mega superstars, and it might be tempting to copy their personality and use it as your own. But you have to remember, something that works for one person might not work for another person, and when that is the case, the best thing to do is be yourself. We want to see who you are. We want to see how much this music brings you joy. When in doubt of who you should be, look in the mirror and be just that!

<http://kiss951.cbslocal.com/2013/07/30/10-steps-to-becoming-a-youtube-sensation/>



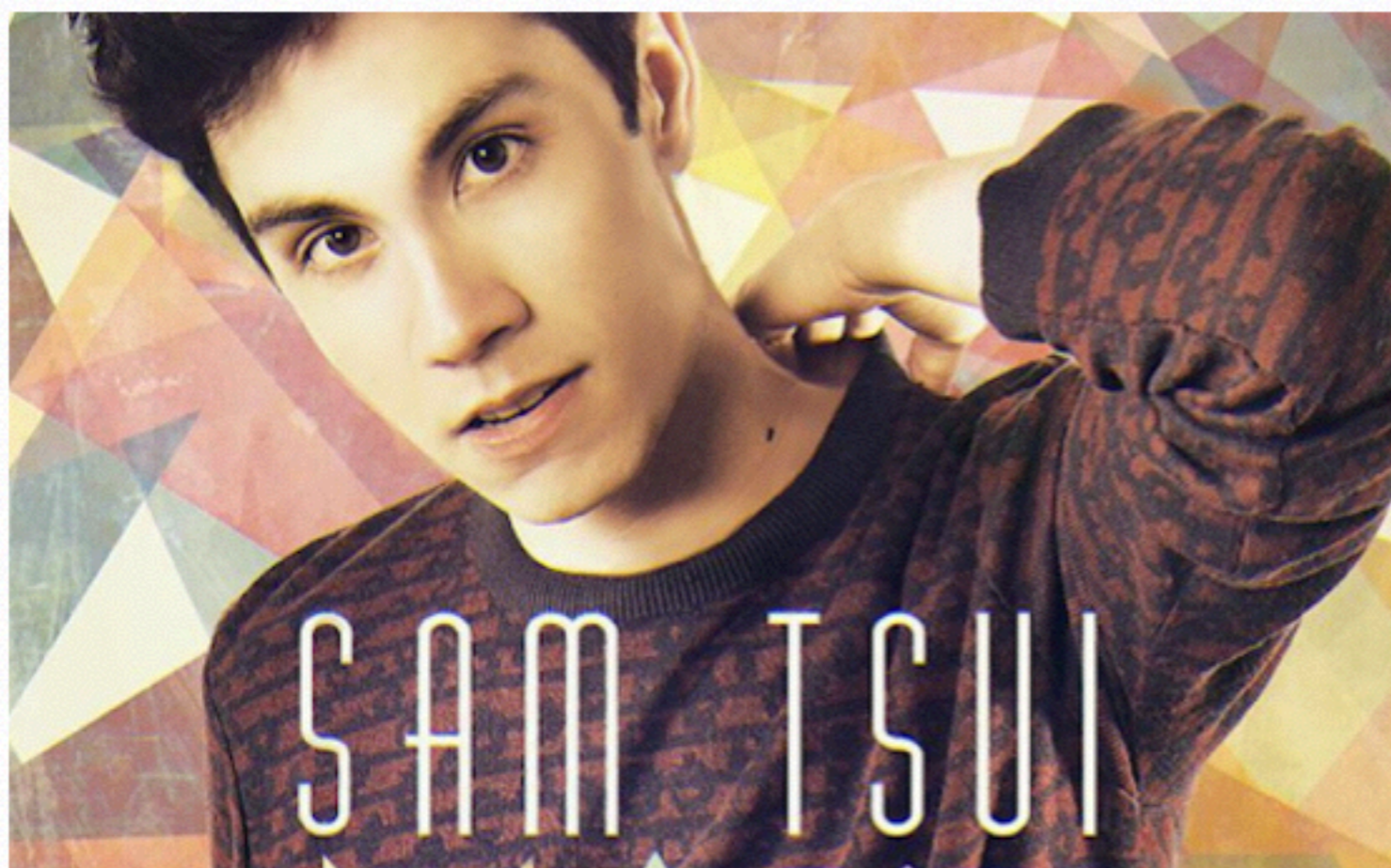
Why YouTube Cover Sensation Sam Tsui Turned Down Record Labels for His Debut Album

MEDIA | By **Lucas Shaw** on May 14, 2013 @ 5:32 pm

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In the news



[YouTube Star Caleb Logan Bratayley Remembered at Memorial Service: 'He Knew How to Light Up a Room'](#)

[People Magazine](#) - 8 hours ago

Caleb Logan Bratayley, the 13-year-old Youtube Star who died suddenly last Thursday, was ...

[Fans Demand Details After Death of a 13-Year-Old YouTube Star](#)

[New York Times](#) - 14 hours ago

Bo Burnham's Make Happy review – YouTube sensation's growing pains

★★★★☆

Elise Czajkowski in New York

Tuesday 6 October 2015 16.47 BST



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Save for later



📷 Piano man: Bo Burnham. Photograph: Murdo Macleod for the Guardian

It was less than a decade ago that Bo Burnham broke out as a [YouTube teen sensation](#), but you'd never know it from the self-assured, wise-beyond-his-years performer currently on his [Make Happy tour](#). His shows now are full-blown spectacles; signs at the theater entrances warned of strobe lights and other effects. Tonally, the show felt very much like a continuation of his 2013 tour/special/album [what.](#), which found him incorporating theatrical elements into his performance.

Miles concludes:

“It is precisely because consumerism allows the individual to construct his or her own meanings, while constructing consumerism as the only legitimate way of life, that we need to look at the complex interrelationships involved in the music industry.” (p. 124)

Branding Defined

- more than a logo, a name, more than the sum of all all the advertising, marketing, & promotions presented by a corporation
- “a person’s collected experiences of a company, product or service with a certain name”

Jonas Bergvall

Jeremy Bullmore:

Products are made and owned by companies. Brands are made and owned by people, by the public, by consumers.



American Idol

259,177 followers on Google+

★★★★☆ 4/10 - IMDb

American Idol is an American reality-singing competition program created by Simon Fuller and produced by 19 Entertainment, and distributed by FremantleMedia North America.

Wikipedia

First episode: June 11, 2002

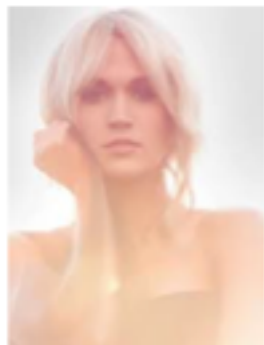
Latest winner: [Candice Glover](#)

Theme song: American Idol theme song

Network: [Fox Broadcasting Company](#)

Program creator: [Simon Fuller](#)

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Congrats to Carrie Underwood on her 18th No. 1 hit!
What's your favorite Carrie song? <http://fox.tv/1dMhQ30>
Sep 4, 2013



The X Factor (U.S.)

1,167,480 followers on Google+

★★★★☆ 4.9/10 - IMDb

The X Factor is an American reality television music competition created by Simon Cowell and produced by FremantleMedia North America and SYCOtv, a partnership between Cowell and Sony Music Entertainment, on Fox. Wikipedia

First episode: September 21, 2011

Latest winner: [Tate Stevens](#)

Network: [Fox Broadcasting Company](#)

Program creator: [Simon Cowell](#)

Language: English

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17 hours ago



Rain

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Profile

- **Name:** Rain
- **Hangul:** 비
- **Real Name:** Jung Ji-Hoon (정지훈)
- **Birthdate:** June 25, 1982
- **Birthplace:** [Seoul](#), South Korea
- **Height:** 184cm
- **Blood Type:** O

Bio

"Rain" (Real name **Ji-hyun Jeongn**, born on June, 25 1982 in Seoul) is a male Korean R&B and pop singer. He has become well-known throughout East and Southeast Asia — including Japan, Hong Kong, Korea, Taiwan, Mainland China, Vietnam and Thailand.

In April 2006, he was mentioned in the *Time magazine* magazine website article that named the "100 Most Influential People Who Shape Our World." In 2007, Rain topped Time Magazine's online user poll, although he was not in the magazine's actual list. He also made it into *People magazine* 2007 list of the "Most Beautiful People" in the world.



Wonder Girls (원더걸스) - Be My Baby



Ryan Gosling's Personal Branding Tips

EMAIL SAVE PRINT RATING: ★★★★★

0

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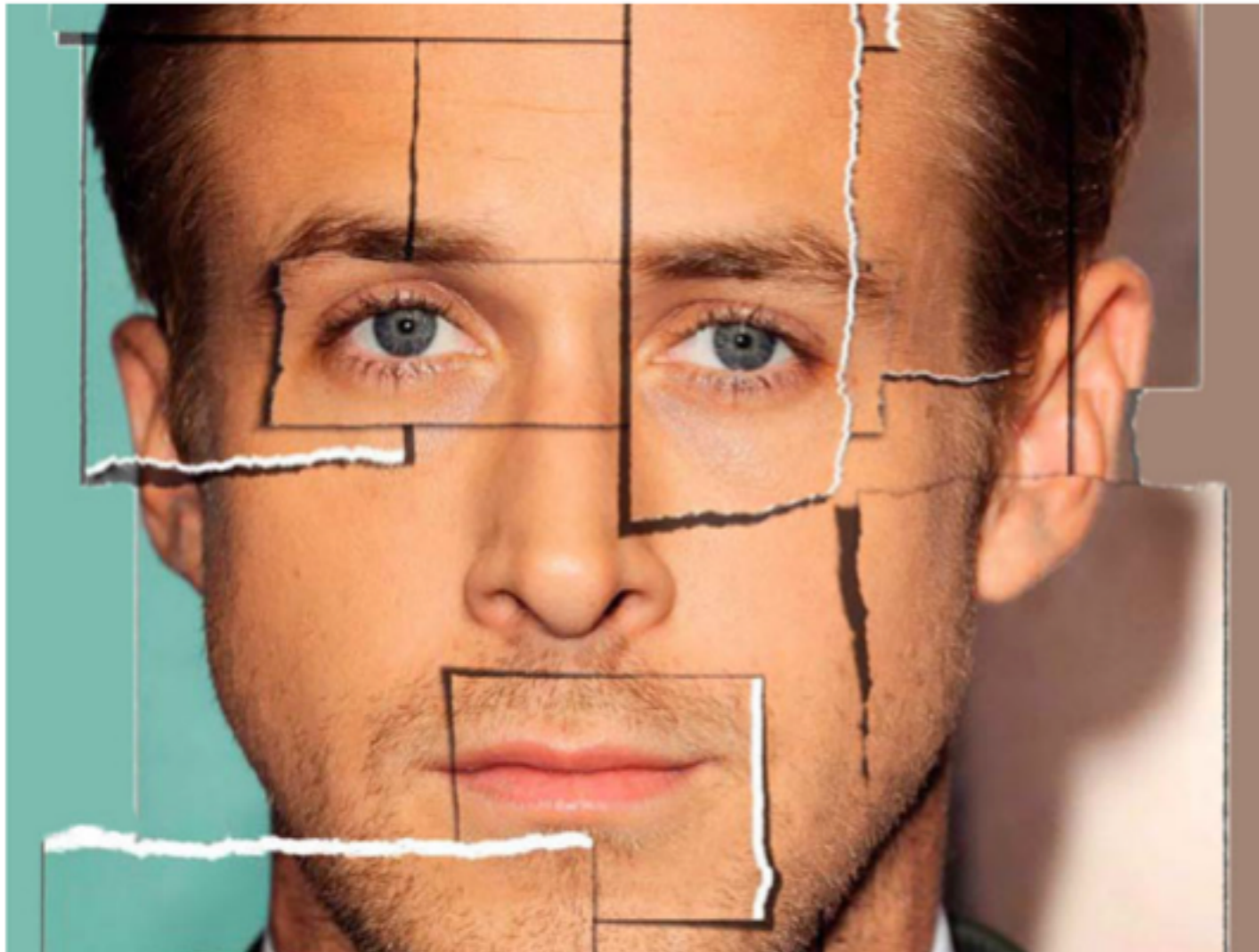


IMAGE 1 OF 7

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When Ryan Gosling wore a tuxedo T-shirt to the 2006 premiere of his film *Half Nelson*, he was building a tale of how people see him: as a rebel. Here's how he does it.

The signs have long been there that Gosling was going large, by going his own way.

"Instead of playing by, or even breaking the rules, he's completely ignored them," says personal branding and influence expert Ben Angel. "The statement in showing up to a major film premiere in a wacky T-shirt is 'expect the unexpected'. By doing that he set up a personal branding story that's given him freedom to experiment with his movie and role choices. The reason his fans will travel with him on his career journey is because he's trained them to."

<http://www.gq.com.au/life/gq+inc/galleries/ryan+goslings+personal+branding+tips,20305>

1. Change the Game

Don't be held back by existing benchmarks. Your own methods may take you further than your heroes and mentors. "Ryan's gone so far beyond most actors in terms of range and versatility," says Angel. "He's identified new rules of the game. His leadership style is 'Go with what you believe in and don't necessarily go with the norm.'"

Click through the image above to read about Gosling's other personal branding strategy tips.

2. Forget Money

Gosling's movie choices show he's not about the dollars, baby. He puts personal and career development ahead of wages, consistently choosing lower budget, critically acclaimed films over blockbusters. "Most other actors would be swayed by the big money in a heartbeat and this is often when their careers start to run into trouble," says Angel. "But if you pursue a career you love and keep growing within your role instead of stagnating, the money will follow, as well as the acclaim."

3. Be Values-Driven

Gosling often portrays marginalised subjects in desperate situations, suggesting he's a values-driven person, as well as a guy that likes a challenge. But a career powered by passion and purpose is only possible if you make sure you don't get sidetracked or seduced by other opportunities. "Once you've decided who you are and what's important to you, you can't be distracted by opportunities that are incongruous with your personal values," says Angel.

4. Be Brave

After appearing in *The Believer* as an Orthodox Jew who becomes a neo-Nazi, Gosling co-narrated a documentary, *I'm Still Here*, that brought to life the diaries of young Holocaust survivors. The point is Gosling has cojones: big ones. "If you're courageous as a leader and make what might look like an unpopular choice you can win respect," Angel says. "But you can also build a status where future failures are more forgivable and easier to bounce back from."

5. Know Your Look

Communicating your brand consistently is the key to building success and trust. That includes the messages you send with your personal style. "Ryan is obviously a style icon and he dresses very smartly as a rule, but every now and then he'll throw in a T-shirt which demonstrates that he's a grounded individual," Angel says. "GQ readers need to think hard about what they want to communicate through what they wear. Round collared necklines versus V-neck lines, thickly textured fabrics over light ones, all these little elements make up the message and the brand that the man sends to the marketplace. Once you've decided on your message, make sure you tell it consistently or your audience may struggle to trust you."

"If you're courageous as a leader and make what might look like an unpopular choice you can win respect."

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Christine Rosen, “The Age of Egocasting”

- effects of media technology on media content
- effects of media content
 - at the individual level (passive, inattentive)
 - at the cultural level (deadening taste)
 - at the societal level (polarization)

PUBLIC SPHERE

- Jurgen Habermas
- a virtual or imaginary community which does not necessarily exist in any identifiable space

The cover of the book 'The Structural Transformation of the Public Sphere' by Jürgen Habermas. The title is written in a large, bold, serif font in a light color against a dark background. Below the title is a horizontal line, and then the author's name 'JÜRGEN HABERMAS' is written in a smaller, all-caps serif font. At the bottom of the cover, the year '(1962)' is printed in a large, white, sans-serif font.

The Structural Transformation of the Public Sphere

JÜRGEN HABERMAS

(1962)

Ideal form of the public sphere

- "made up of private people gathered together as a public and articulating the needs of society with the state" (176)
- acts of assembly and dialogue generate opinions which affirm or challenge--and thus guide--the affairs of the state



- mis-use of publicity (advertising) undermines the public sphere



- "Even arguments are translated into symbols to which again one can not respond by arguing but only by identifying with them" (206).



MIGRANT CRISIS



E'S REL



THE Europe div

Political leaders paralysed by crisis over migrant quotas

David Charles writes from Washington
Michael Savage
Chief Political Correspondent

The alarming image of a little boy lying alone in a plastic bag on a beach dramatically illustrated the failure of Europe's migrant pact...

The boy's name, Alan Kurdi, has become a symbol of the crisis. His mother, Halime, said she was trying to cross a sea with her two children to reach Greece...

Thousands more are believed to have died in the Mediterranean Sea. The European Commission has called for a 'humanitarian response'...

IN THE NEWS
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Patients will have access to their GP records on their smartphones within a year...



Europe could not save him

By ADAM BADWIDGE

THE little body of a Syrian child is cradled by a policeman yesterday after a boat overturned in a storm. The three-year-old is swifter in the EU...

Migrant crisis Pages 667

Tim... victim of a human catastrophe

...drowned during his refugee family's desperate bid to reach Greece. The boy's...

WIDE AREA

The family fled from Kobani, where Islamic State has killed scores of civilians. They were trying to reach EU soil by crossing to Greek island Kos.

Migrant crisis Pages 667