

# CULTURE AND MEDIA

Week 2



# CONSIDER



# COMMUNICATION AND CULTURE

- Culture
  - Activities, products, ongoing social process; way of life, everything we do, the way we interpret and understand the world in certain ways and exclude other ways of doing so; symbolic communication; construction of meaning

Culture and Power?

Mass/Popular Culture?

Media Effects?

A “Cultured” Person?



# COMMUNICATION AND CULTURE

## Civilization

- A hierarchical system of symbolic meaning
- Industrialization reshapes this old order;
  - INTERPRETATION: Degeneration vs. Democratic Initiatives
- **Hegemony**
  - – complex processes of persuasion/social control
- **Ideology –**
  - – systematic set of ideas
- **Semiology –**
  - study of signs; cultural codes; deep structures of meaning
- **Cultural capital**
  - – use of cultural awareness/knowledge structures (habitus) to secure socioeconomic status



# TERMS & CONCEPTS

- Gatekeepers
- Selective exposure
- Convergence
- High/low culture
- Postmodern period
  - Blurring of distinctions/meaning
  - Irony/paradox
  - Relativism/diversity/Truth?
  - Juxtaposition of style
- Critical process

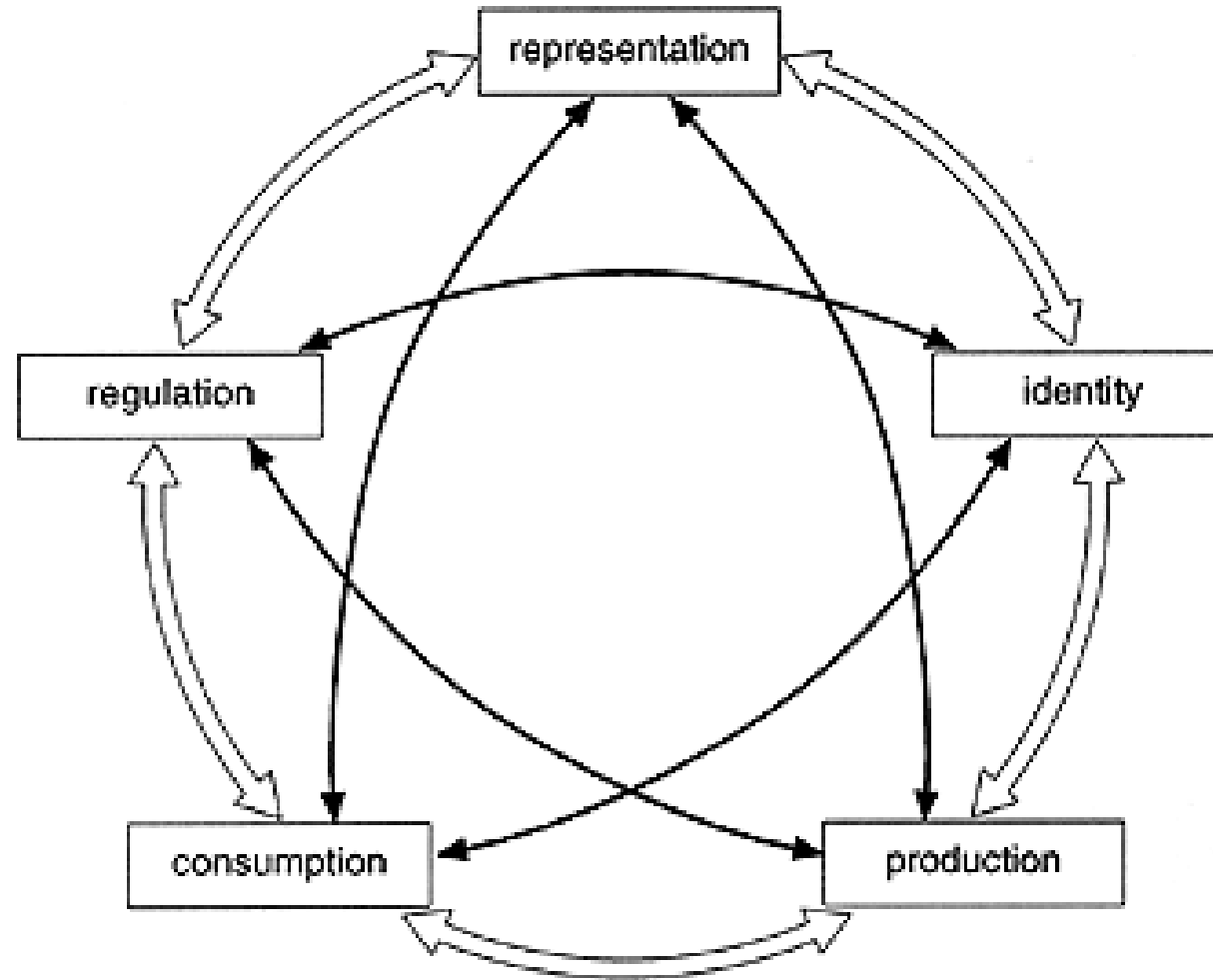


# MEDIA

- Communication = the creation and use of symbol systems that convey information and meaning
- Culture = the symbols of expression that individuals, groups, and societies use to make sense of daily life and to articulate their values.
- History of media evolution; emergence to convergence
- The *stories* that circulate in the media can shape a society's perceptions and attitudes
- **Culture as skyscraper?**
- **Culture as map?**



# CIRCUIT OF CULTURAL PRODUCTION



# MEDIA LITERACY

- Developing a media-literate critical perspective involves mastering five overlapping stages that build on one another:
  - Description: paying close attention, taking notes, and researching the subject under study
  - Analysis: discovering and focusing on significant patterns that emerge from the description stage
  - Interpretation: asking and answering “What does that mean?” and “So what?” questions about one’s findings
  - Evaluation: arriving at a judgment about whether something is good, bad, or mediocre, which involves subordinating one’s personal taste to the critical “bigger picture” resulting from the first three stages
  - Engagement: taking some action that connects our critical perspective with our role as citizens to question our media institutions, adding our own voice to the process of shaping the cultural environment





# MEDIA LITERACY – THE BUILDING BLOCKS

Necessary Knowledge structures in five areas:

- media effects
  - media content
  - media industries
  - real world
  - self
- 
- How to read the political upheaval today?
  - How to read the appeal of “how it used to be”
  - What is at stake?







# MEDIA AND CULTURE

- Goal:
  - To consider more deeply the dynamics and forces of our times
  - To understand the complexity of our world
  - To make it all meaningful for your lives, in terms of goals and outcomes
    - Professionally
    - Personally

