

# Global Media Industries

Week 3

Faculty  
of social studies

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# New Technologies

- <https://www.youtube.com/watch?v=Wf6omuz1MrM>
- <https://www.youtube.com/watch?v=nPEn5k55g-o>
- <https://www.youtube.com/watch?v=ZmFZTTz8lH0>
- <https://www.youtube.com/watch?v=ZmFZTTz8lH0>
- <https://www.youtube.com/watch?v=dkddSaOOZCS>

What  
constitutes  
the media  
industry?

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## Print Media

- Mass Production: Movable type
- Mass Distribution: Publishers and Periodicals
- Mass Consumption: Public Education & Informed Publics
- Consequences: Public Sphere, Imagined Communities, Mass Communication



# Radio

- Mass Production: Public Communication & Propaganda
- Mass Distribution: Technological Availability
- Mass Consumption: Lifestyle – Regular work and division of Labor & Automobile and Commuting
- Consequences
  - Propaganda: Rise of Fascism
  - Mass music industry
  - Egalitarian Media: Emerging Community Media

# Photography

- Mass Production: Camera - Individualized Production
- Mass Distribution: Mechanical Reproduction & Paper productions
- Mass Consumption: From negative film to digital cameras
- Consequences:
  - Arts in the age of Mechanical Reproduction – Dissociation of Time and Space (Benjamin)
  - photography entirely fulfils the aesthetic expectations of the working classes (Bourdieu)

## Photography

*A Middle-brow Art*



Pierre Bourdieu



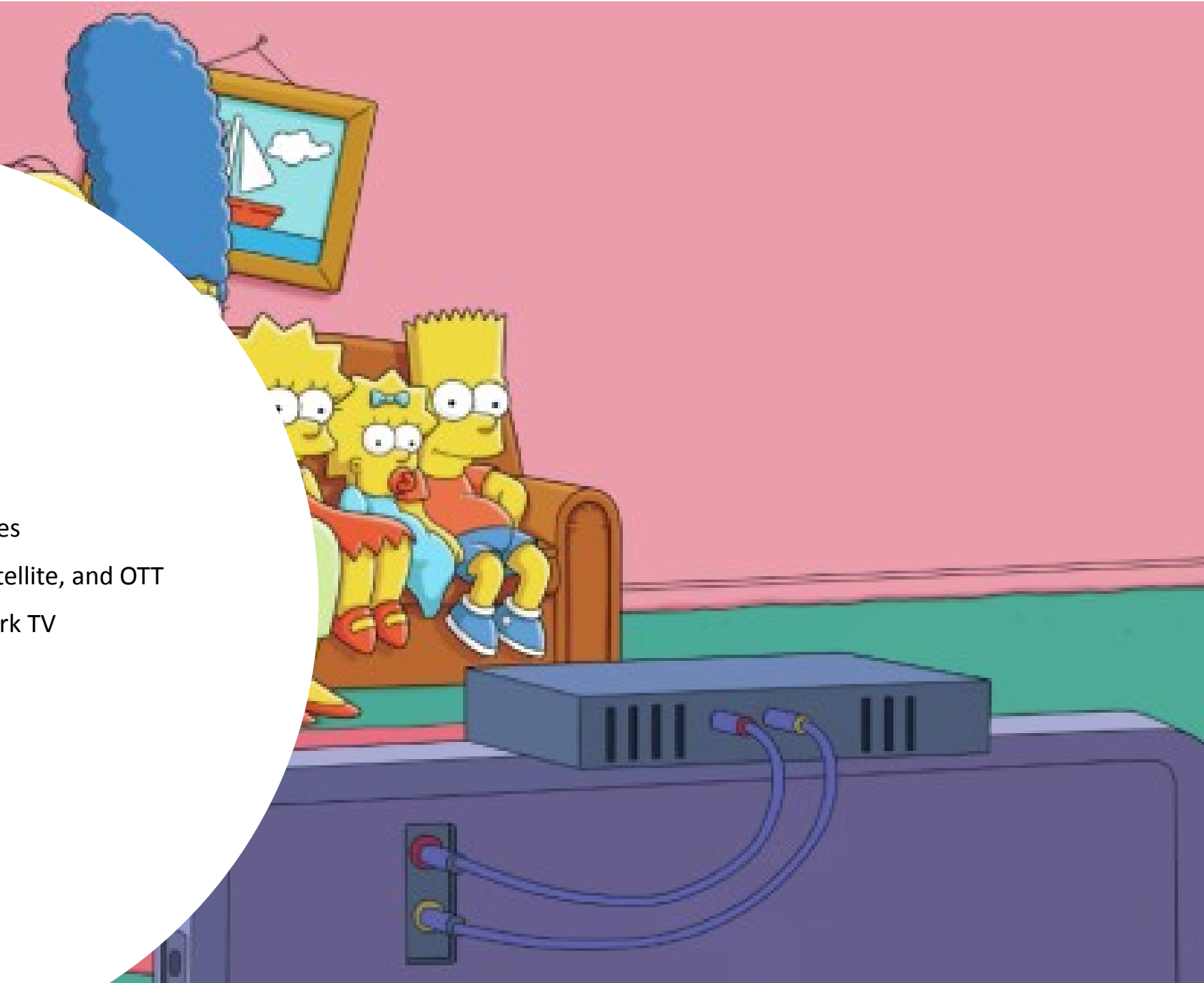
# Cinema

- Mass Production: Hollywood System
- Mass Distribution: Global Conglomeration & Multiplex
- Mass Consumption: Capitalist lifestyle, Division of Labor, 9-5 System...
- Consequences
  - New public gatherings vs Individual consumers
  - American cultural hegemony
  - Global Americanization
  - Industry!

# Television

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- Mass Production: Media Conglomerates
- Mass Distribution: Network, Cable, Satellite, and OTT
- Mass Consumption: Egalitarian Network TV
- Consequences
  - Disappearance of Childhood
  - No Sense of Place
  - Global Village
  - Modern Family





# Internet

- Mass Production:
- Mass Distribution:
- Mass Consumption:
- Consequences:

