



US Media System

Professor Elavsky

Week 1/2

- Where have you been in the world? What countries have you visited?
- What countries or regions of the world do you feel that you have some familiarity with? Why?
- What countries or regions of the world do you feel that you know very little about? Why?
- What kinds of foreign newspapers, radio programs, television shows, and web sites from other countries have you been exposed to?
- What is the distinction between Entertainment and News ?
- What are the main sources of information in your life (media sources and non-media sources) that have taught you about those countries and regions of the world that you have not visited?
- Do you follow the news?
- How do you understand the media? The media system from your culture
 - Comparing?

Questions



United States

Czech Republic

Your Country

What does it mean to compare?

- How do we grasp the Structure of Feeling & Cultural Logics in a country?
 - What are the pros/cons of interpreting foreign ideas, belief systems, policies, symbols, meanings, and actions through your cultural lens?
 - What is cultural myopia?
 - How can we interpret the dynamics of media/cultural systems?
 - Difficulties of “Interpreting”?
 - Interpreting “America”
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- Putting it all together so it makes “sense”:
 - Culture
 - Structure
 - Logics
 - Representation
 - Observation
 - Interpretation
 - Understanding (your own culture)

What is Critical Thinking?

- Refers to how the audience is invited to think/feel/behave in a particular context
- There is no fixed meaning to a phenomenon
 - meaning emerges in context with audience proclivities (i.e. audiences are active and contextualized)
- It provides a way to analyze what we THINK we know through the media
 - looks at how thoughts and opinions are shaped by routine sources of information and entertainment, which are further shaped by the unique elements and dynamics of a country's media system in its larger systemic interactions

Rhetorical Perspective

- **Comparisons:** denaturalize social relations, helping us understand that media systems are historically constructed, culturally inflected and mutable
 - Society and Nation-State are intertwined; organizes rights and duties of citizens
 - The relationships between society, culture, and the media = complex and constantly changing
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- **Comparisons allow for**
 - A vision of relationships in a society
 - A better understanding of that society in its context
 - A vision of the complexity and constant changing of those relationships between culture, society, and media
 - **Comparing media environments against one another**
 - illuminates how media environments are part of **overlapping nationally and internationally** defined sociocultural and political milieu
 - allows us to explore the different ways in which the relationships between **society**, **culture**, and the **media** have been defined within each system and the ways in which they have changed over time, as they deal with numerous internal and external pressures
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- 3 Critiques
 - concept is outdated and methodologically flawed;
 - ties media cultures to nation-states in ways that are no longer appropriate;
 - a ‘system’ itself is not an analytical unit for comparative study
- Nation-State
- “Global” Culture/Media vs. “National” Culture/Media
- ‘the national remains a powerful mode for engaging the spatial and temporal practices that organize the contemporary media industries across various economies of scale ... [and] have created a powerful incentive for media industries to continue to “think nationally” even in a globally dispersed field of cultural production’

The Nation State as Framework for Analysis
