

MDSA01 Midterm Notes

Introducing Critical Media Studies

Somatic - things we know through direct sensory perception of our environment

Symbolic - things we know through someone or something that's not totally our own perception - usually coming to us from indirect channel or medium

Before mass media, spoken/written word was the primary medium - transmission was buggy, slow, and unreliable.

Mass Media - Communication technologies that have the potential to reach a large audience in remote locations. (Mass media collapses the distance between artist and audience)

Print media - established first by printing press (Johannes Gutenberg, 1450).

Motion picture/sound recording - established by Thomas Edison and William Dickson, the photograph and kinoscope (1877, 1892). Together the first married film was *The Jazz Singer* (1927)

Broadcast media - 1890s (radio) television (1927)

New media - development of microprocessor (1971), internet (1970), GUIs (1990s),

Postmodernity - The historical epoch that began to emerge in 1960s as economic model shifted from commodity based to information-based services

Convergence - tendency of formerly diverse media to share a common, integrated platform.

Mobility - ease with which an object can be moved from place to place

Fragmentation - splintering of the consuming public into ever more specialized cultural tastes.

Globalization - is a complex set of social, political, and economic processes in which the physical boundaries and structural policies that previously reinforced the autonomy of the nation state are collapsing in favor of instantaneous and flexible worldwide social relations

Simulation: an implosion of the image and the real

Content - the informational component of a message

Form - the cognitive component of the image (packaging of the message)

The medium is the message - Marshall McLuhan

Critical media studies is an umbrella term used to describe an array of theoretical perspectives which, though diverse, are united by their skeptical attitude, humanistic approach, political assessment, and commitment to social justice.

Marxist Analysis

Marxist analysis begins by examining what the means and relations of production are under contemporary capitalism, or multinational capitalism.

Profit motive – an ideology to continuously increase capital

Concentrated media - owned and controlled by a small group of powerful companies (The Big Six)

Oligopoly - domination of entire industry by few companies (versus monopoly which is just one)

Conglomeration - corporate practice of accumulating multiple companies and businesses through startups, mergers, and takeovers

Integration - an ownership pattern in which subsidiary companies within a corporation are strategically interrelated

Multinationalism - corporate presence in multiple countries allowing for production and distribution of media products on a global scale. (TNC = transnational corporations)

Synergy - the involvement of multiple subsidiary companies in cross-development, production, and distribution of a media brand for exploitation of profit

Planned obsolescence - business strategy where object becoming obsolete is planned and built into it from conception

Technical - when development of new tech makes older ones outdated

Psychological - arises when new style or product replaces older style

Logic of Safety - nothing succeeds like success, and change is risky.

Celebrity - those who are well known for their well known-ness

Spectacle - the media's obsession with the sensational and arresting, scandalous and shocking dimensions of a situation or context

Marxist Analysis reveals that there is a:

- Reduction of diversity (sameness)
 - Restriction of democracy (only those who controlled means of production had a public voice)
 - Spread of cultural imperialism (US values and ideologies are spread around the globe)
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Organizational Analysis

Organizational Structure:

Hierarchy – arrangements of job roles and positions based upon authority within an organization

Differentiation/Specialization – division of companies into specific units, departments, and positions to perform specific tasks

Formalization – the degree to which specific practices must conform to accepted organizational and professional conventions

Process – the actual substance erected on the framework of organizational structure

Organizational culture – set of norms, customs, artifacts, events, and values that emerge as a consequence of organizational members communicative practices. Study: performance, narrative, textual, management, and technology

Performance – expressive displays that carry symbolic significance in certain contexts.

- **Ritual** – performances that members engage on in a regular or routine basis
- **Sociality** – codes of etiquette enacted wrt friendliness, small talk, joking etc.
- **Politics** – influence the type and degree of negotiation, coalition building, independence, etc.
- **Enculturation** – the communicative performances where newcomers learns the social skills of the culture

Narratives – stories that are personal, collegial, or corporate

Textual – written texts or laws, policy, statements, handbooks, reports, memos, mission, etc.

Management – how organizational culture is developed and directed by managers.

Technology – how it plays a role in the workplace – communications, data storage and retrieval, etc.

Professional Culture – the set of norms, customs, artifacts, etc. that arise from formal training, participation, recognition within a profession (engineering, law, medicine, etc.)

Conventions – the norms that govern the technical and creative choices made by workers in the execution of their duties, crafts

- **Motivated** – conventions develop out of some pragmatic need
- **Shared** – conventions are shared, otherwise they'd just be practices
- **Naturalized** – largely invisible, almost intrinsic to the action itself
- **Resilient** – conventions typically endure over time – it's the tradition, the way its always been done

Professionalization – socialization of workers to do their work in certain ways and produce certain products.

Stamp Act – all colonial news papers need to carry a stamp tax to generate revenue for British government

Yellow Journalism – style of news that lacked social responsibility, and had privileged sensational and fabricated story/photos

Objectivity – reporting of facts in a fair and impartial manner

News Hole – necessity to deliver the news every day at the same time (fill the hole)

Journalistic Beats – places and institutions where news is expected to occur and happen.

News Agencies – corporations that produce and sell stories to other news providers or non-profit cooperatives

Punditry – news that is pre-packaged by politicians and their communication consultants

Press releases – strategically prepared or written statements produced for news organizations

News Whole – the specific amount of time or space allotted for reporting the news every day (e.g. 60M)

Informational bias – refers how stories are structured and told

- **Personalization** – most news stories focus on individuals rather than institutions
- **Dramatization** – news is focused on sensationalism, scandalous, shocking aspects of stories.
- **Fragmentation** – tendency to treat stories in isolation ignoring their connection to other stories and the larger contexts
- **Authority-disorder** – usually portrayal of tensions between authority (police) and disorder (criminals)

News formulas:

- **News as a mystery** – investigative reporting
- **News as therapy** – social commentary
- **News as adventure** – storytelling and drama
- **News as arbitration** – reporter is referee or arbitrator, providing professional insights etc

Gatekeeping – the ability to control access to the public

Agenda-setting – media influences what people think about, not what people think

Soft news – lacking in educational value but high in entertainment value

Pragmatic Analysis

Pragmatism – assesses truth in terms of effect, outcome, and practicality

Habit – William James, a pathway of discharge formed in the brain by which incoming currents ever seem to tend to escape

Meliorism – John Dewey, the belief that the world can be made better with human effort. Moved towards flexible problem solving

Ironism – Richard Rorty, a modernist literary intellectual's project of fashioning the best possible self through continual redescription

Relativism – the belief that diverse approaches and theories related to a given subject are all equally correct

Fin/Syn Rules – financial interest and syndication rules, an anti-monopoly regulation

Copyright – granting of exclusive control of a creative work to the work's creator

DRM – Digital Rights Management software for antipiracy

Fairness doctrine – tried to urge programming to show both sides of issue, but radio just ended up just cutting controversial topics

Obscenity – things that are repulsive to a general audience

Profanity – bad words, George carlin's seven filthy words

Indecency – material that is morally unfit for general distribution

Slander – publicly spoken defamation

Libel – printed defamation

Fair comment – if a statement is true, it is protected from slander/libel laws

Giroux's three categories of violent content:

- **Historical violence** – allows us to critically think
- **Ritualistic violence** – stimulate and entertain
- **Hyper-real violence** – combines look of historical with feel of ritualistic violence

Aggressor effect: suggesting that exposure to media triggers and arouses aggressive behavior

Victim effect – people develop heightened fearfulness of violence

Bystander effect – media fosters increased callousness or insensitivity about violence

Catharsis effect – media can reduce and alleviate feelings of aggression

Rhetorical Analysis

Rhetoric – attempt to shape and influence its viewers attitudes and actions

Sign – something that invites someone to think of something other than itself. They are **arbitrary and nonlinear**

Semiology – the study of signs as part of social life

Signifier – the material form that a sign is perceived by the audience

Signified – mental concept that sign evokes

La langue – the linguistic system

Parole – individual speech acts or utterances

Semiotic – the quasi-necessary, formal doctrine of signs

Iconic Signs – icons are representations of things they stand for

Indexical Signs – linked by association (smoke, fire)

Symbols – link purely by social convention (e.g. washroom signs)

Denotation – first order signification on the plane of expression

Connotation – second order that operates on the level of ideology

Text – set of signs that contribute towards same set of effects or functions

Cluster – the individual way that signs are associated or disassociated with each other

Form – an arousing fulfillment of desires. It is the creation and satisfaction of desire.

- Progressive form
- Repetitive form
- Conventional form
- Minor/Incidental forms

Genre – class or constellation of messages that share discernible characteristics

Narrative – series of real or fictitious events that occur in succession.

- Story (histoire) – events, existents
- Discourse (recit) – actual written or spoken words
- Narrating (narration) – tense, mood, voice, etc.

Affect – intensity registered directly by the body,

Aesthetic – qualifies of artwork that generate sensual experiences and evoke affective responses

- Color
- Lighting
- Editing
- Movement and framing
- Sound

Structuralism – the idea that each element in a cultural system derives meaning in relation to other elements in that system

Cultural Analysis

Building blocks of culture:

- **Physical** – artifacts, items, etc.
- **Social** – practices, customs, etc.
- **Attitudinal** – laws, traditions, etc.

Culture is **collective** and **rhetorical**, and **historical** and **ideological**.

Ideology – system of ideas that unconsciously shape and constrains our beliefs and behaviors

Interpellation – ideology is so ingrained that it is the force to interpellate us

Myth – a sacred story or type of speech that reaffirms and reproduces ideology in relation to any object

Doxa – knowledge which is beyond question and which each agent tacitly enforces (common sense)

Hegemony – the process by which one ideology subverts another, gaining dominance

Structure of feeling – the sum of the subtle and nuanced aspects of a historical culture

American Dream – the persons level of success is directly related to amount of effort or drive in obtaining that goal

Token – exception to a rule that affirms the correctness of an ideology.

Conspicuous consumption – the belief that one can obtain upper class status through purchase of material goods

Exclusion – the process by which various cultural groups are symbolically annihilated

Stereotyping – process of constructing misleading and reductionist representations of a minority racial group

Assimilation – process by which media portrays minorities in positive light while dehistoricizing or stripping them of culture

Othering – the process of marginalizing minorities by defining them in relationship to the white minority

Exoticism – ideologically-driven consumption of media that romanticizes and mystifies other cultures

MDSA01 Final Notes

Psychoanalytic Analysis

Drives: “somatic demands upon the mind” motivating force - seeking satisfaction of needs (e.g., nutrition, sex, love, comfort, etc.)

Pleasure principle: the uncontrollable human drive to satisfy desire, including libido, human sexual desire

Repression: the immersion of a drive beneath the unconscious, temporarily relieves the sense of frustration, but the drive always waits for an opportunity to make itself known again in either the preconscious (link between the unconscious and consciousness) or to consciousness.

Reality principle:

constant curbing of the drives according to possibility, law, or social convention

Unconscious:

- a mental screen behind which the individual cannot clearly or conspicuously recognize
- Dreams, Slips of the tongue (Freudian slips)
- Media

Freudian Development

Oedipus complex: where the father intervenes and forbids the child from taking the mother as an object of the sexual drive under the threat of “castration”

Sexual drive (Eros): natural perversion from birth. Explains many drives

Oral stage

Anal stage

Phallic stage

Death drive (Thanatos) – shows itself very rarely. Aggression, and rejection of life.

Lacanian Development by Jacques Lacan – line of thinking that shores up Freud’s perceived weaknesses. All drives are death drives.

TRIO – need, demand and desire.

Desire: the unquenchable yearning for love or Recognition that no one else can ever perfectly or absolutely fill. An appetite for something that promises enjoyment, satisfaction and pleasure in its attainment. The act of desiring creates fantasy

Lacan’s Three Orders of Human Experience: The Real, the Imaginary, and the Symbolic

The real: real is impossible for humans. State of nature from which we have been forever severed by our entrance in language

The Imaginary: primary developmental space in which the child learns to make demands; the realm of chaotic images and sensory impressions into which the child is born

The mirror stage: child misrecognized self as complete and in control; lays basis for eventual ego formation

The Symbolic: the cultural order of meaning maintained through words and symbols language (symbolic realm, structures, orders, and constrains the impulse for Imaginary)

Lack: the gap between the Imaginary and the Symbolic which allows for the possibility of desire. State of human existence

Psychoanalytic Studies of Media

Phallogocentrism: a social condition where images or representations of the male sexual body part carry connotations of power and dominance

Apparatus theory: is the earliest psychoanalytic approach to film, claims that the actual environment and machinery of the cinema activates a number of psychoanalytic motivations within spectators

Scopophilia: refers to pleasure that comes from the process of looking, and Freud identifies it as one manifestation of the sexual drive

Voyeurism: the process of experiencing pleasure by watching a desired object or person from a distance, it is a powerful concept at work in the movie theatre

Fetishism: the psychic structuring of an object or person as a source of sexual pleasure is another Freudian concept bound to the notion of looking that helps explain the draw of the cinematic apparatus

Male gaze: the media’s frequent positioning of women as objects coded for strong visual and erotic impact. Others gain pleasure too, not necessarily only males.

Fantasy: a mental representation of conscious or unconscious wish fulfillment; media artefacts are an expression of fantasy presented as reality

Contemporary Scholarship

Slavoj Žižek most popular psychoanalytic media scholar of our age Sees a strong resonance between psychoanalytic mechanisms and the web More to the relationship than just the technology-user interface

Feminist Analysis

Feminism: a political project that explores the diverse ways men and women are socially empowered or disempowered

Sexism: discrimination based upon a person’s sex

Sex: refers to the innate, biological differentiation between men and women: anatomy, reproduction, hormone production, and the like biological

Gender: refers to the culturally constructed differences between men and women: tastes, roles, activities, and more cultural

Essentialism: belief that gender distinctions are innate and natural

Patriarchy: a system of power relations in which women’s interests are subordinated to those of men – this discrimination is misogyny

Gender Stereotypes in Media – stereotype (misleading and simplified representation of a particular social group)

Masculinity: active/strong, provider/political (**public** sphere), Logical/rational, Sexual **subjects** (the **beast myth**)

Femininity: Passive/weak, Nurturing/domestic (**private** sphere), Emotional/irrational, Sexual **objects** (the **beauty myth**)

Postfeminism: broadly refers to conceptual shift within the popular understanding of feminism: an evolution in feminist emphasis from the systemic oppression of all women to the empowerment of individual women

Glass ceiling: Gendered workplace policies that limit the promotion of women

First Wave (19th & early 20th century) - Refers to a period of feminist activity during the 19th and early twentieth century throughout the world (United Kingdom, Canada, the Netherlands and the United States). Focused on de jure (officially mandated) inequalities, primarily on gaining **women’s suffrage (right to vote)**

Second Wave (1970s and 1980s) – focused primarily on **workplace** and **reproductive** rights

Third Wave (1990s and beyond; postfeminism) – Focused on **Individual empowerment** (feminism has done its job). Sexual agency, Personal choice

Consequences of Gender Stereotyping

- Limited models for identification
- Eating disorders – “ideal” body type and body dysmorphia
- Industry imbalances
- Work barriers (glass ceiling)

Queer Analysis

Queer theory: An interdisciplinary perspective that seeks to distrust socially constructed systems of meaning surrounding human sexuality. Explores the seemingly “natural” binary: heterosexuality/homosexuality. It is Political

Queer theorists work to expose the shortcomings of these labels and show how they work to support systems of social power and privilege

Sexuality: An enduring emotional, romantic, or sexual attraction toward others based upon their gender or sex

Heteronormativity: Refers to a diverse set of social practices that function

- to perpetuate the heterosexual/homosexual binary
- to privilege heterosexuality
- Homophobia
- **Stigmatization** - Marking of the body as impure/abnormal
- **The closet** - the metaphorical place of secrecy where one negotiates one's sexual identity

Sexual othering: The process of stigmatizing homosexuality in order to privilege heterosexuality

Homosexual: Same-sex erotic activity

Homosocial: Same-sex environment, such as in prison, the military, and the schools (can be anti-homosexual as a form of homosocial bonding)

Homeroetic: Same-sex feelings not acted upon in a sexual manner “Bromance”

Camp: A sensibility that revels in artifice, stylization, theatricalization, irony, playfulness, and exaggeration rather than content. Ironic, theatricality, humor

Performativity: Sex is itself a cultural construct built upon gender

Key queer theorists:

Michel Foucault - Discursive construction: A social construction made invisible, natural, normal, and indeed “biological” by its discursive aspects.

Judith Butler - Gender performativity: The idea that gender, rather than a coherent component of identity incorporated through socialization, is in fact a bodily performance of discourse that exists only because people believe it is significant.

Sexual Stereotypes in US Media

Heterosexuality:

- normal/natural
- Loving/monogamous
- Purity/gender clarity

Homosexuality:

- Abnormal/deviant
- Hyper-sexual/promiscuous
- Perversion/gender-blurring

Camp – a way of seeing the world in terms of degree of artifice, or stylization

Camp Aesthetic – An ironic, theatrical sensibility

Irony - “the subject matter of camp, and refers here to any highly incongruous contrast between an individual or thing and its context or association

Theatricality – an interpretation of life as theater and performance

Humour – camp humor is painful and sympathetic

Aestheticism – rejection of historical conventions through personal style (Cabin in the Woods is anti-horror culture, ex.)

Textual wink: A feature of the text which only the “clairvoyants” will find meaningful based upon their similarity to the author

Persona – refers to a subject position within a given text

First persona: sense of the author(s) that the text projects **preferred** persona being projected regardless of whether or not audiences approve or disapprove of the image

Second persona: describes a message's **implied** audience image of a text's target or preferred audience, indicated through particular textual features

Third persona: the audience that the text purposefully **ignores** but nevertheless haunts it through the absence

Fourth persona: describes a message's **veiled audience** - A projection or impression of the author(s), indicated through textual features, that is only available to select audience members who possess the necessary interpretive codes. Closely related to textual wink

Reception Analysis

Reception theory: Refers to a diverse body of work that stresses audience interpretation as a primary source of meaning in the media

The Traditional View

Hypodermic model:

- Media “inject” people with various beliefs; the masses are duped into blindly accepting the prevailing ideology
- Advertisers advertise, consumers buy, almost as if without free will
- “False consciousness”

Two-Step Flow:

- Certain individuals are more active in their attention to media and disseminate information to others
- Audiences follow these “opinion leaders”

Cultivation Analysis: Heavy viewing of media gives individuals a distorted view of the world

Uses and Gratification Theory:

- Audiences are empowered to select access to media, purposefully reworking textual meaning in order to integrate the text into their daily life

Culture: The sum of attitudes, customs, and beliefs that distinguishes one group of people from another

Social: Of or relating to human society and its modes of organization: social classes; social problems

Reception Theories

Code: A set of rules that govern the use of visual and linguistic signs within a culture. Never neutral, always representations of meaning

Stuart Hall: The Encoding/Decoding Model

- Dominant – understanding the text according to its preferred meaning
- Oppositional – changes the message in the preferred code within some alternative frame of reference
- Negotiated – acknowledges the legitimacy but makes its own ground rules

Encoding: Is the process of creating a meaningful message according to a particular code

Decoding: Is the process of using a code to decipher a message and formulate meaning

Polysemy (Fiske):

- Refers to the relative openness of media texts to multiple interpretations
- **Popularity** – understand the role of power and negotiations of meaning in a text
- **Limitations (Condit)** – lack of oppositional codes, internal work required in generating personal meaning against dominance.
- **Polyvalence:** Occurs when audience members share understandings of the denotations of a text but disagree about the valuation of those denotations to such a degree that they produce notably different interpretations

Resistive reading: is the active, audience-based creation of textual meaning that is contrary to the meaning intended by the text’s author, creator, or producer

Strategic ambiguity: Is the intentional decision to craft a vague, semantically rich text that is purposefully open to multiple interpretations

Hermeneutic depth: Refers to the critical recognition of multiple meanings in a text as the source of its overall meaning

Interpretive communities (Fish):

- Groups who interpret texts similarly because they share similar social positions and experiences
- Shared strategies (the members of an interpretive community will share coding/decoding strategies)
- Multiple communities (meaning is not inherent in producers, texts or audiences, but only in the multiple interpretive communities that constitute producers, texts and audiences)

Ethnography: A qualitative research method that focuses on understanding a cultural phenomenon from the perspective of the members of that culture. Involving both qualitative (interviews) and quantitative (surveys) data

Goals of Ethnographic Research:

- Minimize researcher’s cultural biases by displacing the researcher’s own culture as the basis for judgment
- Yields additional understanding about how the phenomenon in question functions within the anger complex practices of a particular cultural group

Participant Observation: Set of research strategies that aim to understand a given group of individuals and their practices through intimate, intensive involvement with them in their natural setting

Memory: Audience members’ recollection of their reception histories

Sociological Analysis

Symbolic interactionism:

- the character and conduct of people’s social interactions are powerfully shaped by the symbolic meanings they assign to objects, events, other people, and social contexts
- Seeks to understand and explain how individuals interact with one another in society
- **Premises (Blumer)**
 - humans act based on the meaning we give those actions
 - those meanings are based on people’s interactions with the people around them
 - meanings are constantly modified through interactions
- **Dialectical Tension** - system of oppositions that logically or functionally negate one another
 - **Agency:** Capacity of people to act purposively according to their own desires
 - **Structure:** Any social feature or force that constrains or limits agency

Dramaturgy (Goffman): the way that we perform to stage and restage ourselves in the presence of others

- Ways in which media shape human behaviour - the art of dramatic composition and the representation of the main elements of drama on the stage
- **Impression management:** The art of staging a character, enacting a performance that creates desired impression of the self
 - Stage – a performance’s degree of publicness. **Front** full view of audience. **Back** is only reserved for performer
 - Setting – where it takes place – environment, décor, etc.
 - Part – the patterns of actions that define the character (manner, appearance, etc.)
 - Team – the troupe or caste that share the performance (cooperation, etc.)

Frame analysis (Goffman): An examination of “the organization of experience”. **Natural** and **Social** are most common.

Frames: Social constructs that organize our **experience** and, thus, our understanding of a situation based upon how they name/define it

Principles of Organization:

- **Selection** (what is included and excluded by the frame?)
- **Emphasis** (what is emphasized and minimized?)
- **Presentation** (how does the choice of one set of symbols as opposed to another initiate and inhibit certain meanings?)

Guide/govern action – how our experiences are framed guide and govern our understanding and interpretation of situations

Equipment for Living (Burke):

- Media provides individuals with resources for addressing and resolving the anxieties they confront in their everyday lives.
- **Symbolic Action** – modes of behavior made possible by acquiring conventional symbolic systems
- **Hierarchy** – rules and values which govern our lives
- **Guilt** – condition that arises whenever we violate our hierarchy
- **Ways of Resolving Guilt:**
 - **Transcendence** (appeal to a new hierarchy in which two conflicting hierarchies cease to be in opposition)
 - **Mortification** (symbolic act of atonement such as confession of self-sacrifice)
 - **Victimage** (a form of scapegoating in which the guilty party transfers guilt onto another party; a character in novels, film, TV show, or other media form can serve as a surrogate for our own guilt)
 - Tragedy – a reversal of fortune as a result of mistake or error on judgement
 - Comedy – humor of character reinstated into community after being shown error of their ways.

Erotic Analysis

Types of Pleasure

- **Plaisir (Consumptive):** A comfortable and comforting pleasure that emerges from a passive interaction with the text
- **Jouissance (productive):** An ecstatic and disruptive pleasure that emerges from an active engagement with the text

Transgression: Action or artistic practice that breaks with the prevailing cultural codes and conventions of society (i.e. those codes and conventions that function to sustain the ideological status quo in a particular place and time)

Readerly (lisible) text (closed text): meaning is clear and settled

Writerly (scriptable) text (open text): meaning is unfinished, invites audience to co-create meaning

- structure to call for active participation from audience
- **Intertextuality** – the way the text gestures or refers to other texts
 - Parodic allusion - caricature
 - Creative appropriation – incorporates a segment of another text, weaving into it
 - Self reflexive – gestures to events that indicate self-awareness
- **Polyphony** – many voicedness of the text
 - Dialogic text – stages an unending conversation between self and others
- less enabled to interpretive play
- structure to elicit a singular/dominant response from audience
- ex. sitcoms, game shows

Carnavalesque Texts – both transgressive and productive, lends itself to audience-text interaction (medieval carnival)

- **Folk humour:**
 - ritual spectacle (pageants and comic shows)
 - Comic compositions (written/oral parodies)
 - billingsgate (curses, profanities, etc.)
- **Grotesque realism** – aesthetic of degradation or debasement
 - Grotesque body – unruly, unfinished, polluted, mutable, etc.
 - Abjection – what disturbs system, identity, order
 - Uncrowning – degrades or debases what is lofty or high
 - Ambivalence – contradictory feelings like fear and elation
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Transgressive Practices -

Interpretive play – a mode of audience-text interaction that ignores dominant codes in favor of personal interpretive codes

- Cruising – less of a desire to understand and more of a desire to experience sensually
- Drifting - generating highly personal associations from texts (intertextually)
- Skimming – reading purposefully

User participation: requires the audience to interact

- Control – experience of flow involves paradox of control (sufficient control to obtain, but not to make it too easy)
- Immersion – have to be able to lose themselves and escape from real world
- Performance – role playing and playing a different identity

User-create content – places production of texts exclusively in the hands of the masses

- Blogs
- Wikis
- Social networks

Fandom

- any time the audience have loyalty to a particular media or cultural texts
- creates a space of acceptance, a language of their own
- talks about how cultural text influences life and how it makes them see things in different perspectives
- **Cultural production**

- Semiotic productivity – how fans use semiotic (symbolic) resources to enhance their lives
- Enunciation productivity – communal fandom and the community that arises
- Textual productivity – artistic, textual, etc. stuff fans create

Resistive Pleasures:

- **Contextual** (how, what when where and why; depends on prevailing norms that one wants to resist)
 - **Tactical** (must seize the opportunity; fleeting)
 - **Creative** (takes advantages of available resources)
 - **Cumulative** and **Incremental** (over time, slowly and in tiny bits)
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Ecological Analysis

Paradigm Shift – fundamental transformation about how persons know and perceive the world

Medium Theory – research tradition that considers the technology or individual medium of communication to be equally important to the content

- Each medium has a unique and fixed set of characteristics
- Produce a particular type of communication environment
- Communication environment has consequences for human consciousness

Harold Innis – studied information monopolies

- **Time-based media** (tribal, oral civilizations). Hard to create and hard to spread
- **Space-based media** (new age), lighter, less durable, ephemeral, and rapidly changing

Marshall McLuhan – hot vs cool media, visual vs acoustic space, etc.

- **Hot Medium** – extends a single sense in high definition
- **Cool medium** – high in participation or completion by the audience
- **Acoustic space** – world as it is experienced through primary orality
- **Visual space** – technologies of print let us use more sight
- Extension – media extends or amplifies the user
- Closure – must diminish another
- Retrieval – all media recast and remake previous media
- Reversal – medium taken to its extreme will reverse certain characteristics

Walter J Ong – shift of human consciousness as we transitioned from orality to literacy

- **Orality** – thought and its verbal expression
- **Literacy** – technologies of writing and print
- Ong identified 9 interconnected psychodynamics of orally based thought and expression
- People in oral cultures do not know history in the same way that people in literacy cultures do

Third Wave Media – digital, postmodern, electronic, secondary orality

- **Digitality** – bits or strings of information, all digital
- **Variability** – fluidity of content manipulation and user navigation
- **Interactivity** – demands active involvement
- **Connectivity** – connected to networks and others
- **Virtuality** – increasingly virtual

Logics of Third Wave Media

- **Associational** – print media is rooted in causality and temporality
 - **Contingent** – contingency and critical thinking
 - **Prosumptive** – producers and consumers
 - **Affective** – appeals to multiple senses
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Conclusion – The partial pachyderm

Media Industry Analysis

- **Marxist** – a focus on role of economics and for-profit motives on structure of media and media outlets
- **Organizational** – focus on matrix of hierarchies and relationships and how they work together to make a product
- **Pragmatic** – self-regulation and federal regulation of media

Interpreting Media Messages:

- **Rhetorical** – artful and purposeful combination of signs work together
- **Cultural** – how texts embody and transmit ideologies
- **Psychoanalytic** – how developmental theories and ideas can analyze media
- **Feminist** – how gendered and societal constructs influence media
- **Queer** – sexuality as a basis for critique and social transformation

Approaches to Media Audiences

- Reception Analysis – audience as the primary site of meaning making
- Sociological Analysis – how audiences use media to manage interactions with others
- Erotic Analysis – using notions of pleasure and resistance and understand how media is consumed
- Ecological Analysis – how to see media as a function of contemporary environment

Media Literacy – refers to any learning opportunity that arises when understanding of media functions increases

Culture Jamming – use of familiar media symbols and channels to reveal and overturn consumerist or capitalist ideologies they embody (reverse and transgress meaning of cultural codes)

Media Reform – any effort by citizens interest groups to effect change in structure and operation of mass media