

Final Notes

News as a practice



Recent changes in the news

1) More about entertainment, lifestyle, celebrity than politics & government (people oriented approach to news)

2) newspaper, radio, TV → ; mobile news →

Weather news: everybody (leading since 2004)

Changes in news organizations



• type of ownership

→ previously 1945 80% newspapers in US independently
→ 200- 80% owned by big media companies

• Economic shifts

→ large organizations cut costs by reducing their reporters (small nb of reporters can work in diff fields)

→ new management: not necessary to have media background (how to get money)

→ invested in digital tech (mobile apps)

Consequences:

1) deadline 24/7 (no time to research)

→ 2) Synergy and downsizing: cutting cost, reuse material produced, facilitate ad sales → news = content



- 3) Targeting market: specific audience, some segments more favorable than others
- 4) Analog dollars for digital dimes
7 dollar from advertising in print, 7 dime online

Structure / Agency

structure are not easily changed but they are here cz people created them. structure arises from action
action are mediated by structure

New Routines.

- daily meeting to select good stories
- standardized editorial process



Tech is blessing & curse (digital media)

- not just a tool
- creates possibilities & limitations
- shape institutional structures.



News II Analyzing News Frames

Definition

- 1) about new things
- 2) info relevant to public interest
- 3) organized gossip



↳ Another Definition: → a reflection of events in the world
→ is a process of selection from the infinite possible events out there which then also shape social & political reality

Analytical Definition: a selected representation and interpretation of recent occurrences based upon organizational routines and cultural conventions.

How are those choices made?

- 1) timeliness (clear beginning & end)
- 2) proximity & ethnocentricity: my cultural grp superior
- 3) conflict
- 4) prominence (elite-centred) famous people
- 5) human interest
- 6) consequentiality (how imp is the event)
- 7) novelty (new)
- 8) compositional symmetry (mix of news)





News Frame

Erklären

to frame is to select some aspects of perceived reality & make it more noticeable (promote particular problems, interpretation, evaluation...)

Frames call attention to some aspects of reality ^{& obscure others.} → audience will have diff reactions

It is a combination of the culture, the communicator, the receiver, the text.

Frames operate on 2 levels } news worthiness: selection of story
↳ Story: headline, images, tone...





Advertising and consumer culture

Puritan work/save ethics VS Detail therapy
 not spending money on things I can do by myself
 ↓
 spending money for self satisfaction
 → emergence of the commodity self
 how we understand ourselves (get dress for job)

Advertising & capitalism

- crisis of mass production, to get people want my stuff more
 capitalism: maintain consumer demand, no money? → credit card

Advertising

Informative
 → desire as natural
 → informing its available
 → desire preexisting



Persuasive
 → desire as social
 → consumer capitalism:
 consumer demand is manipulated to advantage of seller
 → sharpening desires

The Frankfurt school critique

Kellner

→ people controlled by culture: consumer instead of citizens
 "culture classify and labeling consumers"
 → ad & culture brand as industrial product
 → freedom reduced to consumer choice. If you buy this you will be happy & free (freedom if you buy)
 School: to be free one should unplug from this entire relation system

Addressing Consumer

Addressing speaks to people as if all are middle or upper middle class, making buying power a measure of virtue & freedom

→ symbolic gratification = $\frac{1}{2}$





Meaning and Representation I

How to see representation?

- 1) context: use of conventional language & images to create meaning of the world
- 2) mimesis: Mimesis: representation as mirror, reflector or imitation of reality, ignoring how ideologies shape reality itself.
(limit analysis to how "realistic" something is.)

Semiotics: science of signs
a tool to examine how media representation become meaningful

Sign conventionally stand for something else

Signifier
the thing itself

Signified
the idea it refers to

some times according to viewers identifications & identity analysis would emerge

Understanding Meaning

Denotative
actual thing

Connotative
what it implies





Ideology

some belief system fairly wide spread, works like a common sense, makes connotable seem not connotable

sec
↳ widely held system of beliefs, expressed at connotable level, naturalizes the common sense meaning of text

meanings: contextual, established by power & convention

ideology try to anchor certain meanings

polysemey: coexistence of many possible meanings

Myth of Authorial Intent

if we understood what author meant \Rightarrow we understood true meaning (logical fallacy)

\rightarrow limit analysis to finding author's intentions

\rightarrow disregard role of viewer

\rightarrow minimizes cultural context \Rightarrow no ideology any more

text anchors images. (hooking, finding)

good guy & bad guy: create a particular meaning



Intertextuality

when sign refers directly to another sign: a song citing another

Iconic sign! when meaning of a specific sign exceeds itself and becomes very widely known. (Marilyn Monroe)

Gender and ideology



gender vs sex

↓
social role
or identity

biology, meaning also
culturally constructed.

gender is not binary but often represented as though it is (if I was from the exception → I make surgery to identify myself as female or male).

ideological ideas: pink vs blue, during the looking vs looked at

Essentializations obscure how meaning is a social construct where there is essentialism, there is usually a dangerous oversimplification

Post feminism:

- worldview believe there is no longer any need for social reform.
- misogyny (hating women) is a rare individual problem not collective
- reduces gendered to a matter of finding personal fulfillment with unequal systems.

gender ≠ just women



Heteronormativity

- alignment of gender & sexuality to heterosexuality is normal
- implies a single vision of what the masculine/feminine is
- address the audience as though everyone is only straight

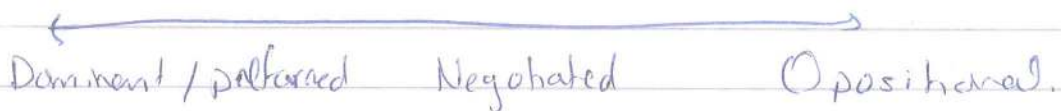


Queer = non binary response



Queer moments are part of the life of pop culture, but are typically unacknowledged, re-stabilized, dismissed

Types of audience / viewer interpretation



Inclusion / Exclusion

- making queer characters visible is not the same thing as overturning heteronormativity



Tuchman's Critique of 70s critiques

1) Media shouldn't distort women's roles. Should portray "positive role models"

→ the relationship between media and reality is separate. if we could just make media resemble reality then good but Reality IS SEXIST.

who decide what a +ve role model would be?

2) Media content is sexist coz the industry employs few women (men can't understand women) (not a homogenous mass)

→ society work by water including & excluding women's media industry

→ ignores evidence to contrary (many powerful publishing houses for many years have women managers & have sexist things in them)

→ system will work if women in control ⇒ still sexist

Tuchman's critique: Symbolic ^{insight} feminization of women
this is the real problem: if women disappear they are
replaced with punishment (absence, unimportant, disappeared)

the reason media is sexist is cz the way society as
a whole imagine gender.

- Proof:
- domestication: object of desires, mans
 - condemnation & victimization
a single woman is punished if not in male protection
 - infantilization & denigration
followers, immature, in need of being taken care
off.
 - Quantitatively underrepresented.
 - Sexualization: more likely to be rendered in
a sexualized manner than men.

women in advertisements are directed to both women and
men





Race & Media

Stereotypes: an overly-simplified way of understanding a social difference, that typically naturalizes a social hierarchy. (often are broadly recognizable character types or narrative tropes).

A naturalizing: characters + narrative



Two kinds of racism:

1) Traditional Racism

based on beliefs about biological inferiority
fosters ~~of~~ exclusion of racial others.

2) Modern Racism "post-racial"

- race doesn't matter anymore

- hostile to critiques of racial inequality

= often positive

- treats racism as single individual.

(compliment can work reverse, this is the only black guy who is good).

^{also} Normative Whiteness

- racial superior / default view

Django can't revolt

→ make it revenge story, ignore actual slave revolts

Media & Class

working Middle Upper → money works for you
you don't work for money
lower middle class upper middle class

colonialism created inequalities
global income inequality



→ Affluent viewers, affluent characters?
class as social structure vs class as inter/personal issue

TV show upper middle class as default

62% working class seems as stigmatized
when TV became entertainment, working class disappeared
from public eyes.

working class is failure. It's hard to move to another
class cz of ideology: you can do whatever you want
(media shows that who works hard can get to next
class but in reality it's harder).

Kids manipulation?



Globalization

a growth of dense networks of interconnectedness across continental distances of economics, politics, people, environment & media

1st live global satellite broadcast 25 June 1967

1st time live in 19 countries 400m viewers

Marshall McLuhan: extend our capacity to hear, listen, touch \Rightarrow global village \Rightarrow we become responsible & involved for each others.

Common tropes of globalization



- collapsing of distances

- circulation of content & ideas

- intensification of engagement w others

Consequences:

homogenization of behavior, tastes, politics, values, attention,

\rightarrow cultural imperialism

poor country takes from rich country?

Weakness:

\rightarrow culture & countries are united,

\rightarrow passive audience

\rightarrow reduces role of local media



- reduces how global companies try to appeal to local markets
- implies that culture was originally pure
-

Global forms: formats + reality TV

global & regional System:

- satellite technologies
- internet & digital divide

