

RECAP

MEDIA, CULTURE, IDENTITY

CULTURE

- ▶ George Yudice (Miami University, Professor of Latin American Studies)
- ▶ Definition:
 - ▶ (primary) patterns of norms, values and behaviors; “the structured set or pattern of behaviors, beliefs, traditions, symbols and practices” (70)
 - ▶ (secondary) “works and practices of intellectual and artistic activity” (69) (ex. music, art, theatre)
- ▶ History
 - ▶ Author tracks the history in a U.S./ Western context
 - ▶ Late 18th century - people seek culture, often focused on aesthetics and canon, Arnold: “best which has been thought and said in the world”
 - ▶ Early 19th century - impact of cultural anthropology and Franz Boas, argues that there are not superior or inferior cultures
 - ▶ Late 19th century
 - ▶ postcolonial studies, which focuses on the cultural impact of colonialism and imperialism, continues to push the definition of culture; says we need to focus on issues power (i.e. cultural imperialism) and hybridity (i.e. colonial subjects are in a place of hybridity, identity formed in a space of negotiation with and iteration / translation by a colonizer)
 - ▶ Think beyond national boundaries , for example mass media makes us have to think differently about cultural formation (ex. MTV in the US but also across Europe or Tweets circulating in new ways)
 - ▶ Used to differentiate groups of people, then used to homogenize people so they can be easier to manage/ dominate. This comes under critique, particularly from postcolonial studies. Now need to consider transnational hybridity, which acknowledges differences without discriminating.
- ▶ Important to MCI
 - ▶ As a tool of power
 - ▶ Site for resistance
 - ▶ As a form of belonging (ex cultural citizenship)
 - ▶ Helps define and shapes identities
 - ▶ Media circulates, shapes, and reflects cultures and identities

IDENTITY

- ▶ Myria Georgio (Professor of Media and Communications, LSE)
- ▶ Definition
 - ▶ “what you do” rather than “what you are”
 - ▶ performative, “it primarily relates to the presentation of the self to others; identity is no less than a ordinary performance” (94)
 - ▶ ex. race/ ethnicity, gender, nationality, social class, gender/ sexuality
 - ▶ Not natural / innate to who we are
 - ▶ Shifted as people’s values, opinions, and culture has changed over time
- ▶ History
 - ▶ 1960s: Erving Goffman offers a definition that has been central to our understanding; ways we act that shape who we are (self-identity) in the world (social identity)
 - ▶ 1990s: Paul Gilroy argues that identity/ subjectivities are shaped by our cultural and historical settings
 - ▶ Increased focus on how media reflects, shapes and circulates identities (and difference)
- ▶ Importance to MCI
 - ▶ Can identify or not with a culture
 - ▶ Media influences identity and identity influences our interpretation of media
 - ▶ Media is used as an outlet to express/explore identity
 - ▶ Have to keep in mind that globalization, migration and mediation shape identities
 - ▶ How much control do people have over their own identities? (structure vs agency)
- ▶ Question:
 - ▶ How much control do individuals have over our own identities? How much control does culture have over our identity?

MEDIA

- ▶ David Croteau (Prof of Sociology, VCU) and William Hoynes (Prof of Sociology, Vassar College)
- ▶ Definiton
 - ▶ Media is plural of medium, derived from latin medium (middle)
 - ▶ Means of communication
 - ▶ Mass Media is "media the reaches a large audience of usually anonymous readers"
- ▶ History
 - ▶ Development of technology has changed over time
 - ▶ Print (15th century) , telegraph / telephone / photograph (19th) , cinematograph / motion pictures (late 19th), motion pictures with sound / radio (early 20th), TV (1940s), digital signals and formats/ digital TV/ MP3s/ WWW 1990s, spread of internet/ social media/ mobile technologies (2000s)
 - ▶ Today: largely accessible... much faster ways of communication; also readers of media are also producers of media
- ▶ Important to MCI
 - ▶ Helps us understand as well as construct and circulate culture and identity
 - ▶ A huge role in building the values, beliefs and norms (i.e. culture) of our societies
 - ▶ Power/ Agency: often the dominant values, beliefs, and norms of our society become "our" culture
 - ▶ Change our identities while looking at media

CH 1: MEDIA AND THE SOCIAL WORLD

- ▶ David Croteau (Prof of Sociology, VCU) and William Hoynes (Prof of Sociology, Vassar College)
- ▶ Socializes us; it is through media that “we learn and internalize values, beliefs, norms of our culture, and, in doing so, develop a sense of self [identity]” (16)

▶ Considerations:

Society

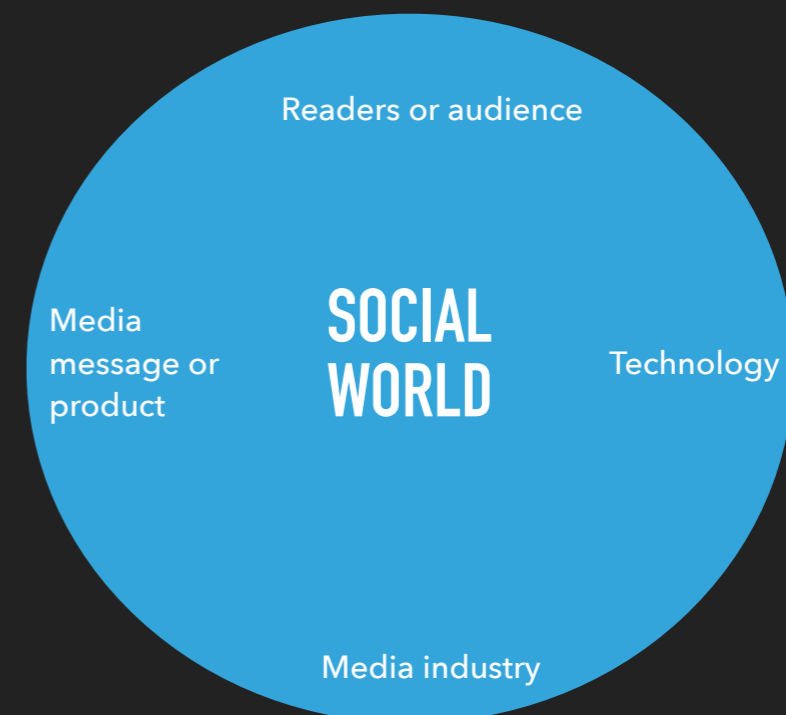
- Social structure and how that shapes media, technology and our agency
- Relationships between institutions, within an institution, between an individual and that institution, between the public and that institution (ex. News network)

Individual / Agency

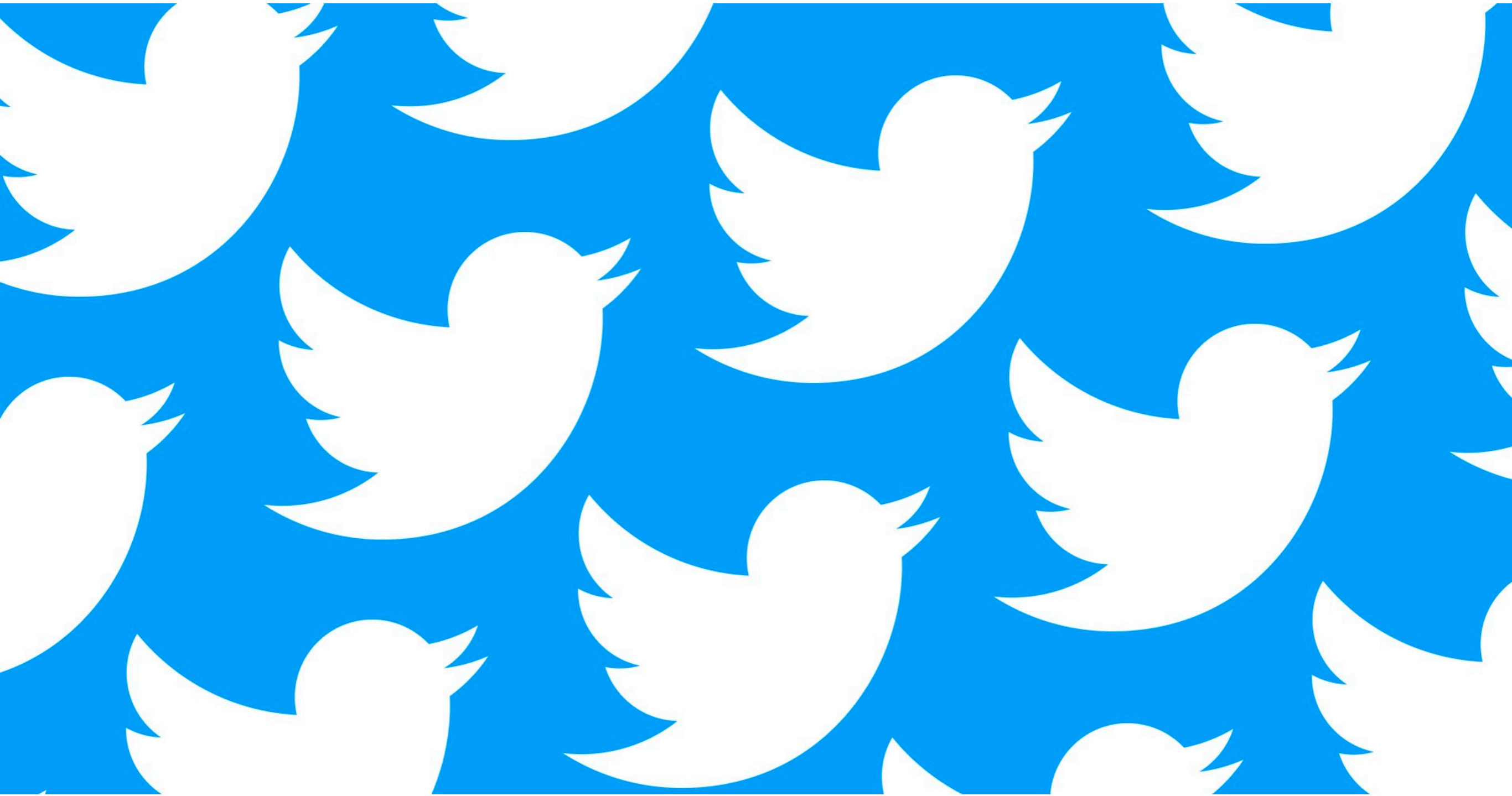
- passive & active engagement
- Consumer to active user/creator
- Role in social movements

▶ Importance to MCI

- ▶ Shapes culture and identities



OBJECT



- ▶ Media: Form of mass communication, technological constraints, for-profit company
- ▶ Culture: Has a culture (ex. Removing bots, "Twitter Rules" include removing prohibited content such as graphic violence/ adult content), shapes culture
- ▶ Identity: Shapes Identity: Perform on Twitter certain identities (vs Facebook, etc)