Ideology and Film

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Keywords

- Content
  - What message is the piece of media trying to convey?

- Ideology
  - How do we interpret the world? Why is the media conveying a certain message?
Content

- Media content does not reflect reality.
- “Creators of media use entertainment media to comment on the real social world” (M/S, 189).
- Five ways researchers can assess significance of media content:
  - Producers
  - Audience Interests
  - Society in General
  - Audiences
  - Self-Enclosed text
- Relation to MCI = The content is a message that is communicated to a society that bases its ideology on the identities created through culture
Ideology

- Reading written by David Croteau (Prof of Sociology at VCU) and William Hoynes (Prof of Sociology at Vassar)
- Definition: “A system of meaning that helps define and explain the world and that makes value judgments about that world.”
- Describes how individuals organize and make sense of the world.
- Ideologies are conscious and subconscious, often times we do not recognize them, consider it “common sense”
- “Ideologies do not necessarily reflect reality accurately.”

Relevance to Course:

- Ideologies are seen in media constantly, both through the media itself and the message the producers want to convey.
- Ideologies are central to culture and forming identity. Ideology has influence over all forms of media and in turn shapes and impacts our own ideologies and identities.
- Example: Alt Right Protests, Moonlight
Relation to Zero Dark Thirty

- All CIA members and US Seals share the same ideology

- One common goal.... Catch Bin Laden

- Although certain ideologies are shared by most, different ones can be seen from different people

- Dan leaves the mission and heads to DC with the “I hope they succeed but not for me”

- Maya spends nearly a decade on the case and it becomes personal to her for many reasons
Relevant Piece of Media

https://www.youtube.com/watch?v=BssacYy-3pA
Questions?