

Stereotype, Memory, Surveillance

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Stereotype

Author: Ellen Seiter

Definition: Systematic representations, repeated in a variety of forms from jokes and cartoons to news broadcasts, feature films, and television series.

- Stereotypes are created from seeing someone in a certain group acting a certain way and assuming that everyone in that group acts the same way
- Stereotypes can be based on history
- Stereotypes of women, men, people of color

Importance to MCI: “Stereotyping is at the core of everyday thinking about media effects because they function as cautionary images— warning who not to be— as well as models of available social identities.” (Keywords, 184)

Memory

Author: George Lipsitz

Definition: The modality in which the past is made new again and again.

History: “the photograph, the phonograph, and the motion picture preserved images, sounds, and performances across time, exposing audiences dispersed over space to memories of a vicariously shared ‘past’ that they had not experienced personally”

“Electronic mass media transformed the subjective perception of time and space by circulating cultural texts beyond the historical moments, places, communities and traditions that imbued them with their original social meanings”

- Could mean reliving or experiencing for the first time

Importance to MCI: “mediated works of expressive culture seek audience investment and engagement by tapping into audience memories of previous forms.”

Surveillance

Author: Kelly Gates

Definition: “watching over” and has a string of related associations— monitoring, tracking, observing, examining, regulating, controlling, gathering data, and invading privacy.

Importance to MCI: “The range of meanings associated with the term “surveillance” also reflects the fact that surveillance technologies and practices are fully integrated with our cultural imaginaries and present- day “structures of feeling” (Williams 1977)” (Keywords, 188)

Ex: Reality TV (*Survivor* and *Big Brother*)

Examples of Media

- Mystery diners: television show that uses surveillance cameras to expose the the wrongdoings of employees/ to provide an explanation as to why a business is failing <https://www.youtube.com/watch?v=Z3S7CZLmXS4> (12:38)