

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?