

02_Media, culture, mediaculture

COMPULSORY LITERATURE:
R. Silverstone, *Why study the
media?*

pages 1-12.

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OUTLINE

1. DEFINING CULTURE AND MEDIA
2. MARSHALL MCLUHAN – THE MEDIUM IS THE MESSAGE
3. THE MISSION OF MEDIA
4. HENRY JENKINS AND THE PARTICIPATORY CULTURE
5. MEDIANARRATIVE - INTERTWINED PRIVATE AND THE PUBLIC NARRATIVES





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Etimology:

- International root word family from Latin cultura ('to cultivate, cultivate'), from colere, cultum ('to cultivate, cultivate').

The definition of culture (OED)

1. the customs and beliefs, art, way of life and social organization of a particular country or group
a country, group, etc. with its own beliefs, etc.
art, music, literature, etc., thought of as a group
2. the beliefs and attitudes about something that people in a particular group or organization share
3. (*specialist*) the growing of plants or producing of particular animals in order to get a particular substance or crop from them
4. (*biology, medical*) a group of cells or bacteria, especially one taken from a person or an animal and grown for medical or scientific study, or to produce food; the process of obtaining and growing these cells

The definition of culture



Social science approach

- involves the institutions, values, and experiences of a society that have shaped its symbols and the various forms of its manifestations.
can only exist in community
an important inherent, consequential and interpretative reality of being in society.

An anthropological approach:

- a complex whole that includes all the knowledge, skills, beliefs, arts, morals (and a host of other abilities) that a person acquires during his or her socialization as a member of a society

The definition of culture



Etimology:

- The word **media** comes from the Latin plural of **medium**. In modern English it can be treated as either a singular or plural noun. A new plural form, **medias**, is also increasingly being used.

In a narrow sense:

- the main ways that large numbers of people receive information and entertainment, that is television, radio, newspapers and the internet.

In a broad sense:

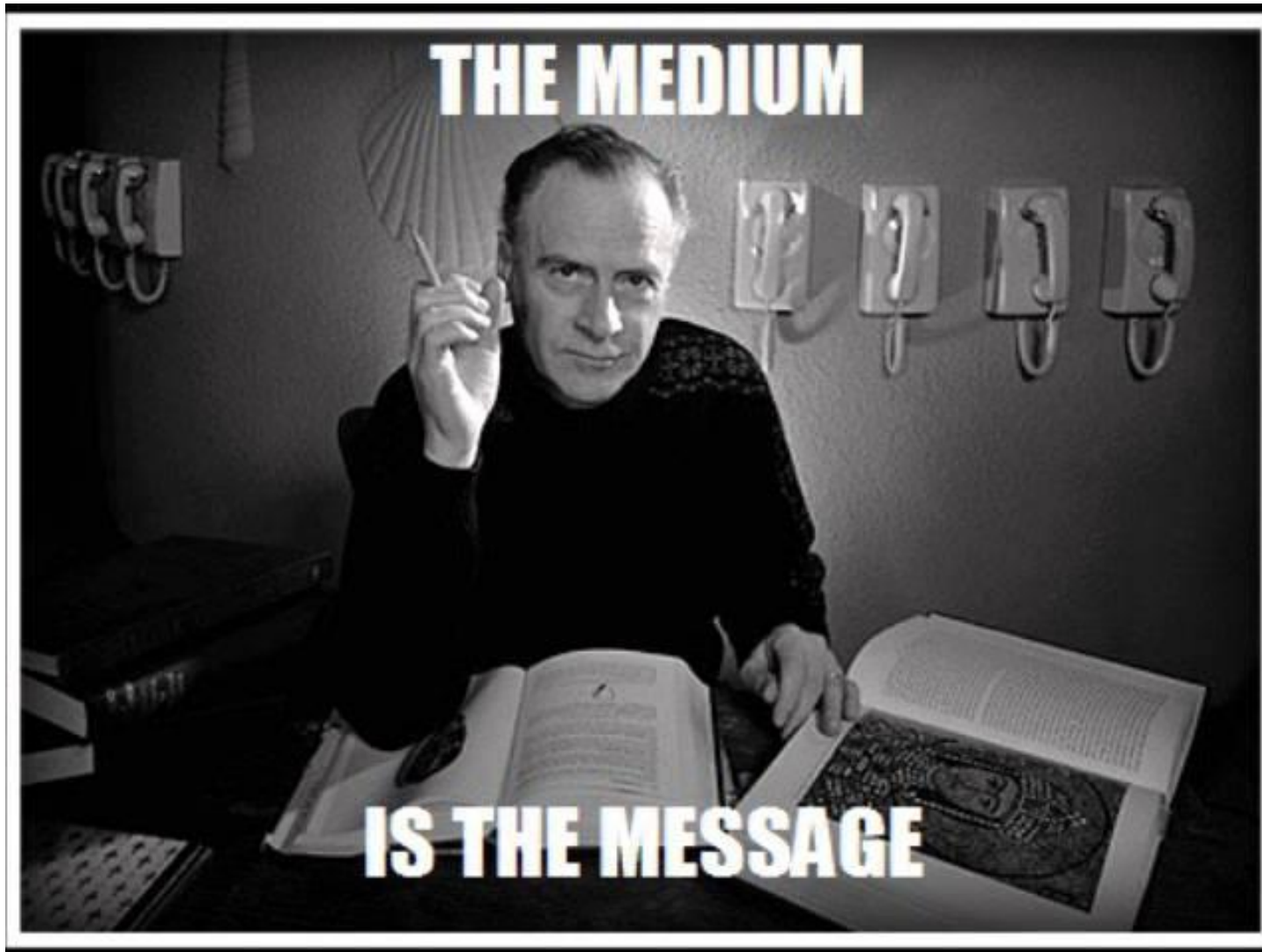
- A system of means used to record and transmit information. In addition to the press, radio, television and the web, the media world includes: CDs, DVDs and video systems, smartphones, notebooks, tablets, the applications they run, the various marketing tools (leaflets, billboards, product labels, banners) etc.

In a broader sense:

- The media is the set of media used to convey a message. In addition to the above, it also includes simple oral communication and conversation.

The definition of media





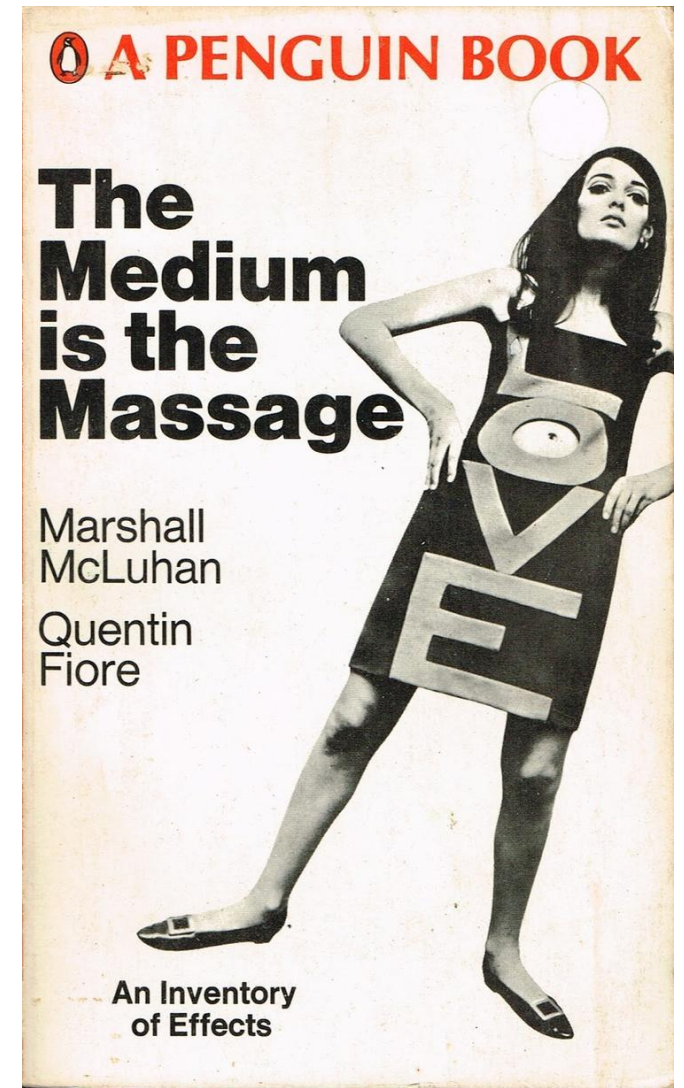
Marshall McLuhan (1911-1980)

- [VIDEO](#)



The Medium is the Message

- First published in 1967
- Got a graphic design by Quentin Fiore
- Sold over million copies around the world
- 160 pages, relatively small amount of text
- Experimental layout
- The change that a new technology brings in people's lives is its real meaning – “content” is irrelevant



"We shape our tools, and then
our tools shape us."



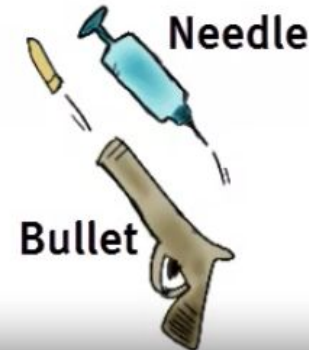
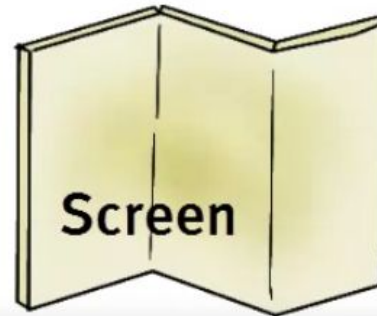
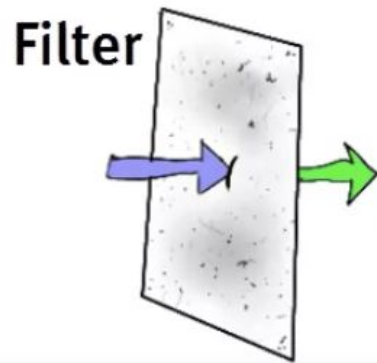
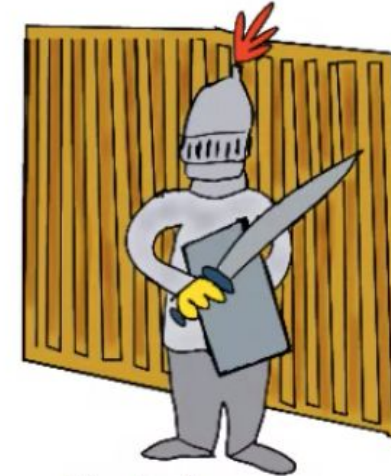
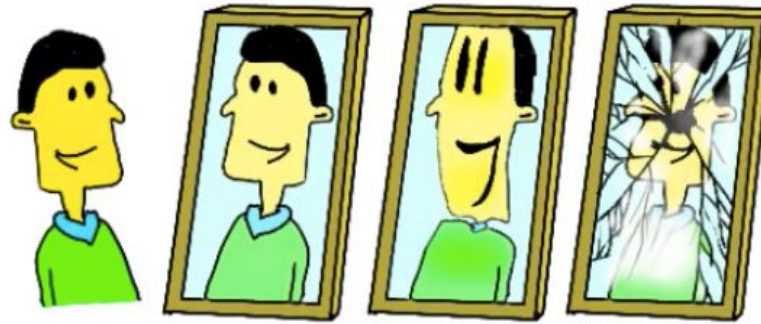
Marshall
McLuhan
*The Medium Is
the Message*

- *"We shape our tools – this is the inception of a new medium – and then our tools shape us – this is the "message" of the medium."*
- *"It is the medium that shapes and controls the scale and form of human association and action."*
- A medium is *"an extension of ourselves"*



WHAT ROLE DO OUR MEDIA HAVE IN SOCIETY?

Let's use metaphors to discuss the media's role in society



THE MISSION OF THE MEDIA IS...

- to **preserve** something in some form
- to **create** the possibility of accumulating information
- **to communicate** at a distance — whether through writing or other media, **to break free** from the shackles of spatial and temporal fixity
- **to put the information in a new perspective** and to do significant intellectual work from it,
- to allow both **knowledge** and the **critique of knowledge to develop**
- to make **knowledge public**
- **to reorder** the practices and models associated with knowledge



MEDIA CULTURE

MEDIA AS PROCESS

- always social, historically specific
- molding public opinion, tastes and values

INTENSIFICATION OF MEDIA CULTURE

- **interactive world** in which everything and everyone can be shared and accessed, instantly



WHAT IS PARTICIPATORY CULTURE?

- A **CULTURE** IN WHICH
 - individuals are **actively engaged with media** instead of simply being passive consumers of information.
 - **artistic expression and civic engagement are valued** and are oriented towards creating and sharing one's creations.
 - affords individuals **dual roles as members and active contributors** through opportunities to exercise creative agency.
 - consumers turn into **prosumers** that actively participate in creating and spreading new content.
 - **Prosumers = 'provider' + 'consumer'**
 - spaces or processes give people the means to take part and contribute.



HENRY JENKINS (1958-) and the PARTICIPATORY CULTURE

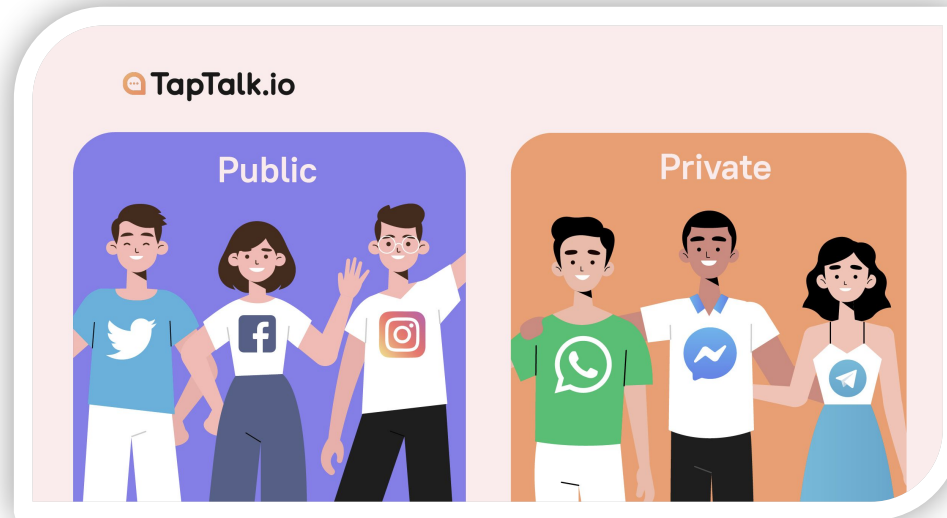
- For the moment, let's define participatory culture as one:
 1. With relatively low barriers to artistic expression and civic engagement
 2. With strong support for creating and sharing one's creations with others
 3. With some type of informal mentorship whereby what is known by the most experienced is passed along to novices
 4. Where members believe that their contributions matter
 5. Where members feel some degree of social connection with one another (at the least they care what other people think about what they have created).

- Not every member must contribute, but all must believe they are free to contribute when ready and that what they contribute will be appropriately valued.



MEDIACULTURE AND MEDIANARRATIVE

- MEDIA NARRATIVES AND OUR EVERYDAY DISCOURSES
- interdependent in both form and content, together they allow us to frame and measure our existence
- INTERTWINED PRIVATE AND THE PUBLIC NARRATIVES
- private narratives are made public and public narratives are used for private purposes





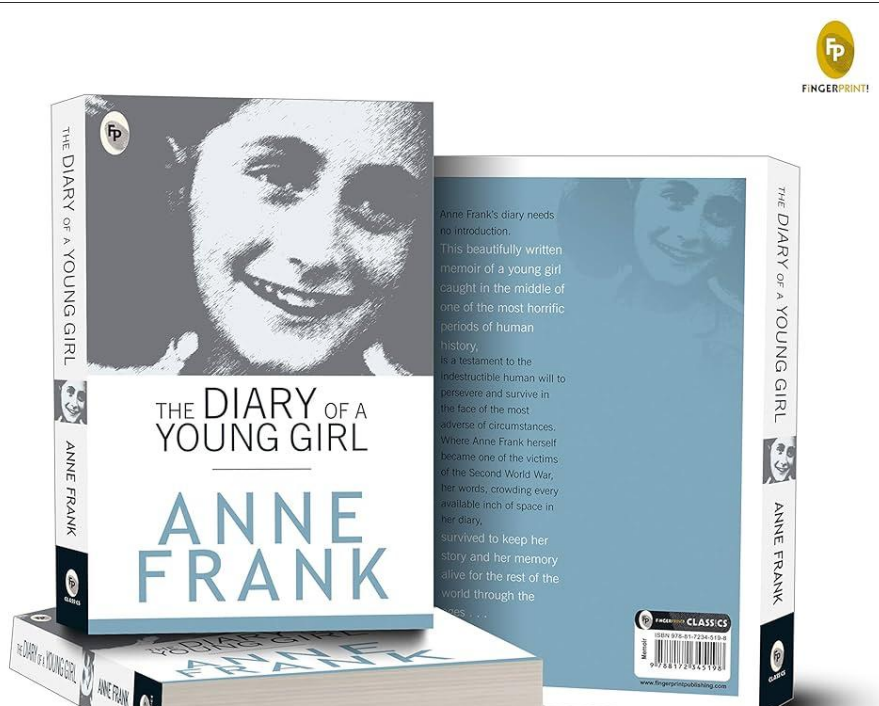
THE PUBLIC SPHERE

- new urban culture, the 'bourgeois public sphere'
- Began to emerge in the 18th century
 - growth of coffee houses, literary and other societies, voluntary associations
 - new cultural institutions: such as newspapers, clubs, lending libraries and public theatres
- The public sphere is a discursive space constituted by private individuals discussing rationally (or perhaps reasonably) issues of public relevance.



Intersections of Private and Public Narratives

- "The Diary of a Young Girl" by Anne Frank
- Originally a private journal kept by Anne during her time in hiding during World War II
- It was posthumously published and has since become one of the most renowned public accounts of the Holocaust.





It's a very transformative time. Pluto is in Capricorn right now, so some revolutionary energy is hitting my chart.



"The downtime is tough. It can be stressful when you go two weeks without work, and there's nothing ahead on the schedule, and you log onto Facebook and see all the stuff other people are doing. And a lot of times it feels like I'm not building anything permanent. It's relatively easy to get gigs when you're thirty-something, but you don't see too many old guys in other people's bands. But being on stage is the happiest I ever feel. It feels great to have all those eyes on you and ears on you. There's a jubilation to being up there and working together as a unit to vibrate the air and make people dance. I was pre-law during my first two years of college. I'm sure if I'd been a lawyer, I'd feel a lot more secure. But then I'd be battling an even heavier type of depression.



"I'm trying to find a way to be happy without being the best."



"She's really hungover right now."
"It's true."



"I want to be a porn star but I think it would embarrass my mom too much."



"I wouldn't even have gone outside today if there had been something in my pantry."



"I didn't become a lawyer until the age of 37. I was the manager of a power plant and decided I needed a change."
What has been your greatest moment of glory as a lawyer?



Intersections of Private and Public Narratives

- ["Humans of New York" \(HONY\)](#)
- Started as a photography project by Brandon Stanton
- HONY captures personal stories of individuals, shedding light on their struggles, successes, and unique perspectives.



HUMANS OF NEW YORK Stories

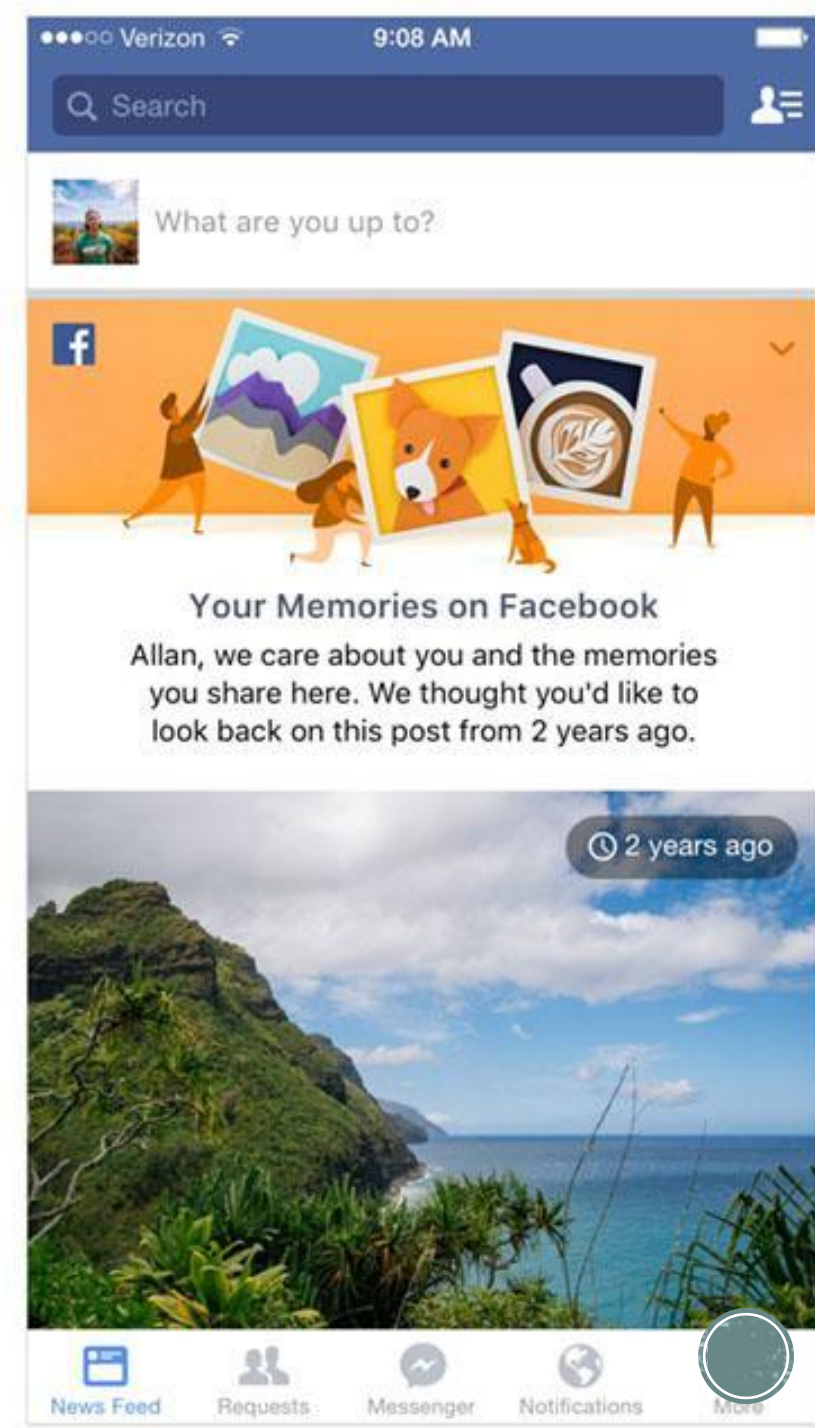


Intersections of Private and Public Narratives



Intersections of Private and Public Narratives

- **Digital Age & Social Media:**
 - *Example: Facebook's "On This Day" Feature* - This feature brings up memories and past posts, reminding users of what they shared years ago. A once private moment shared with a select group can resurface and be reshared, perpetuating its public life.





Intersections of Private and Public Narratives

- **Data Breaches**
- When unauthorized access occurs, personal data, including private messages or images (intended for a specific audience), can become public.
- The Snapchat data breach in 2014, where private images were leaked, is a case in point.





**THINK ABOUT OTHER
EXAMPLES!**

DISCUSS IN GROUPS OF 4-5



- HOW DO INTERTWINED NARRATIVES SHAPE COLLECTIVE MEMORY?

- IN WHAT WAYS CAN THE BLENDING OF PRIVATE AND PUBLIC NARRATIVES BE BOTH EMPOWERING AND DETRIMENTAL?



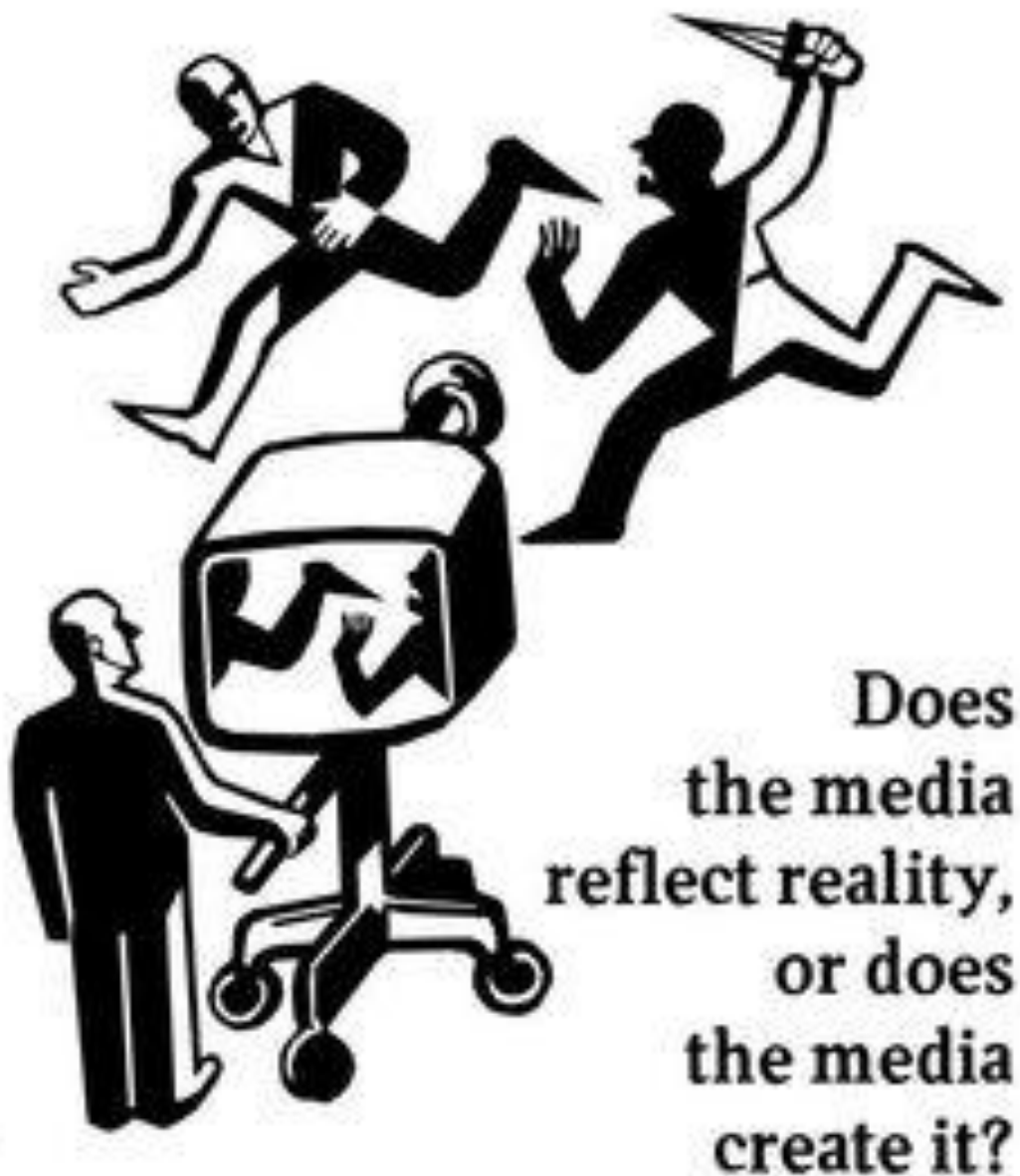
Food for  thought.

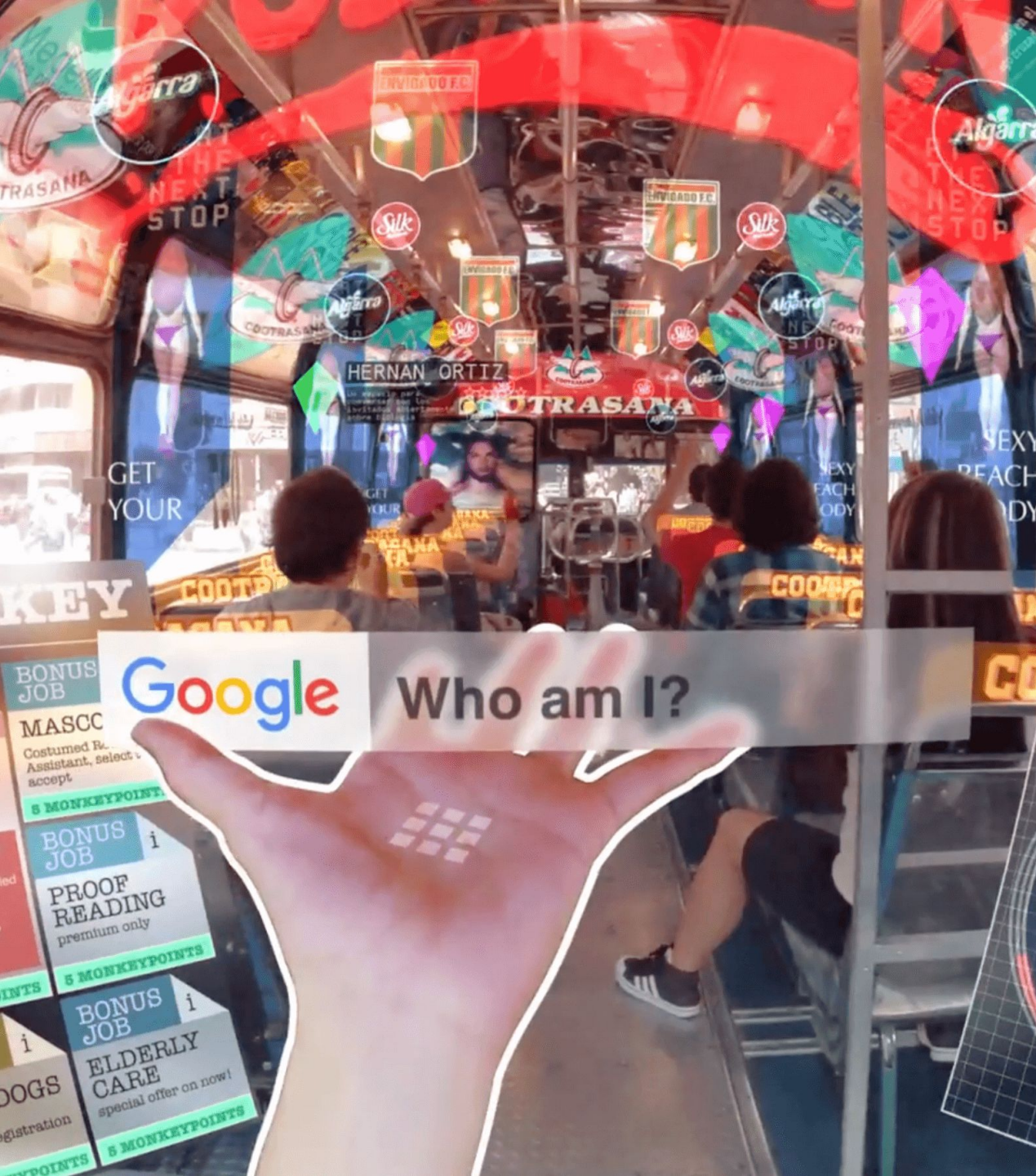


TO EXAMINE MEDIA THROUGH...

CRITICAL, REFLECTIVE ANALYSIS

- the reality of experience
experience is always real, even media experience
be able to distinguish fantasy from reality
it is not the same to see, understand, accept, believe or do something
we always compare what we see and hear with what we know and believe
our reactions to media phenomena vary widely, both individually and in general





TO EXAMINE MEDIA THROUGH...

POSTMODERN THINKING

- the world we inhabit is made up exclusively of images and simulations, hyper-reality
- We cannot distinguish fantasy from reality
- Our lives take place in symbolic and constantly self-referential spaces
- Reproductions - never the original
- All things are measured by the media

