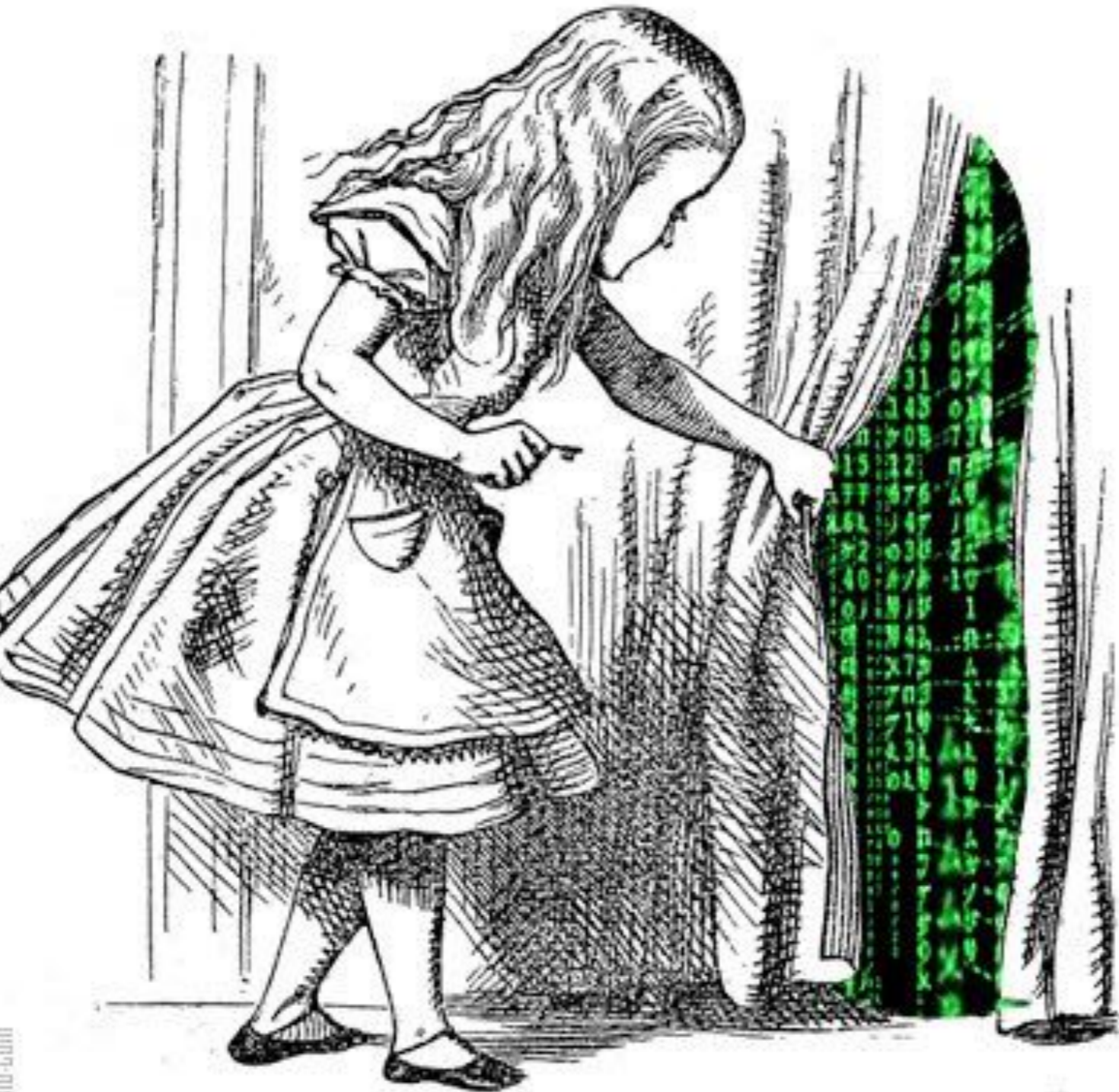
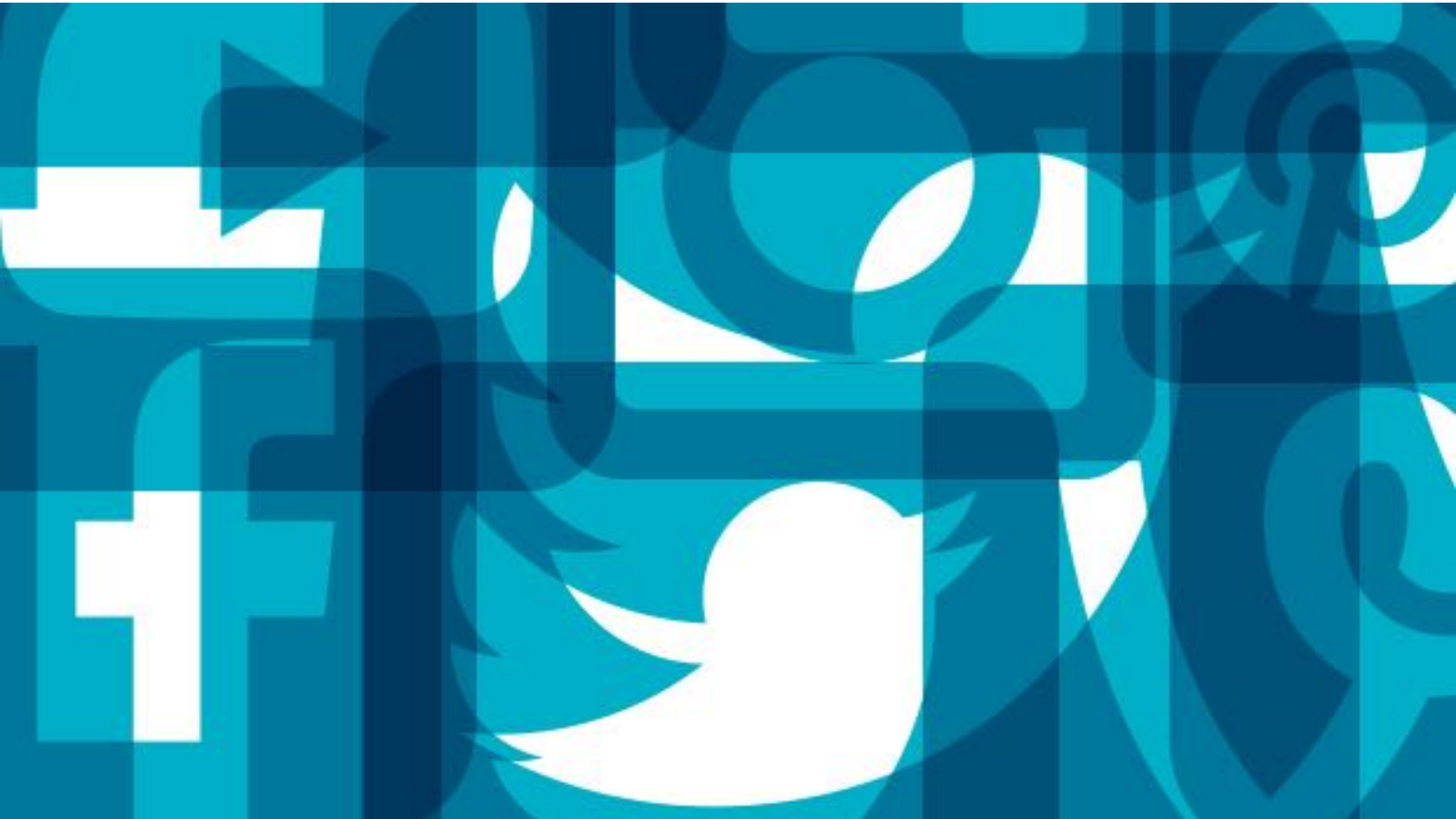


Mass Media

Simulation and Politics



Pervasiveness of the media



Pervasiveness of the media

- Waking up with the smartphone alarm and checking the latest social media posts
- Checking the weather for the day
- Reading the metro newspaper as we come to school
- Watching Youtube during lunch time
- checking social media again
- Listen to your playlist as you walk by billboards along the way back home
- Perhaps playing a casual game before dinner
- Relaxing watching the latest episode of your favourite TV show on Netflix
- Checking the social media one last time.

What is Mass Media?

What is media?

What is mass?

What is “the media”?

Mass Media

- What the term mass means?
- What it implies?

Mass Media

- Homogeneous group of people. Mass Culture.
- It implies an undifferentiated group of people with little individuality and a vast audience for the media made up of individuals who are passively accepting and uncritical of media practices and messages.
- Through centralized forms of national or international media

Mass **Media**

- What about media?
- What it means?

Mass Media

- Media is simple the plural form of medium
- Medium is a mean of mediation or communication — a thin layer that connects two objects (or subjects).
- Supposedly neutral or intermediary form through which message passes.

Mass Media

- So, what is mass media?

Mass Media

- Media designed to reach large audience perceived to have shared interests.
- Forms and texts that work in unison to generate specific dominant or popular representations of events, people, and places, whether these events are fictional, actual, or somewhere in between.

Mass Media

- The press (including newspaper, magazine, books, and graphic novel)
- The radio
- The television
- The Internet and all its different channels: web, social media, mobile media, blog, youtube, etc.....

Neutrality (not!)

- Media are not neutral
 - They carry hidden meaning and intentions.
- There is no message without a medium. That is, the medium itself has a great impact in the meaning it conveys.
- The media is the message! (McLuhan)
 - Media has a huge impact on how we experience the world. How?

“The Media”?

- What is the so-called “the media”?

“The Media”?

- Mass media: something that mediate, negotiate, not to mention select and control, social communication.
- “The Media”:
 - Effect of media forms as a whole upon the formation of a mass society
 - The main agents of mass media, that is, the media companies.

TV sponsorship



TV sponsorship

- Two models
 - Stated owned, publicly funded
 - Privately owned, sponsored by advertising
- What are the pros and cons of each one?

Publicly funded (UK)

- BBC started in the 1930s as a monopoly.
 - Citizens had to contribute with a small fee when they buy a TV set.
 - Interference of the state in the programs
 - BBC is well known for its high quality productions and support to independent producers and alternatives point of view.
- In 1950s the market was opened for private initiatives and England adopted a mix model.



Privately owned (US)

- Free Market. No interference from government.
- Indirect model
 - Sponsor pay to expose their product on TV
 - The TV company deliver the audience
 - The audience is expose to the sponsor's product, which should increases their sales.

Privately owned (US)

- 1940s: Single sponsor program
 - 15 minutes program. High interference from sponsors: NBC's Colgate Comedy hour.
(<https://www.youtube.com/watch?v=4Y2iqpxUsC8>)
- 1950s: Multiple sponsor program
 - 30 minutes program. More expensive, more sponsors, but still high interference.
- Separation between program and advertisement.
 - Each one with its codes and conventions.



Privately owned (US)

- Affiliation to a network
 - Access to infrastructure
 - Broader audience
 - Guaranteed successful programs
- Result: strong concentration over the circulation of images and messages (ABC, CBS, NBC).



Mixed models (Canada)

- Canada mixed the two models
- CBC is stated owned and publicly funded.
- In direct competition with other privately owned enterprises (CTV, Global, City, etc).



Privately owned (Brazil)

Informally protected by the government

- Largest company (Globo) established in 1965 — 1 year after the 1964 coup d'etat sponsored by the US.
- Protected by dictatorship government maintained high dominance until 1980s: 80% marketshare.
- Losing market share since the redemocratization in the late 1980s.



The biggest media companies

- <http://www.businessinsider.com/the-30-biggest-media-owners-in-the-world-2016-5/#11-advance-publications--642-billion-20>

Who funds the Internet?

- Perhaps we should ask who owns the Internet.
- How websites, social media, blogs, and apps are funded?

Critiques of mass media

- Mass media change dynamics of the flow of information
- Communication became massive and instantaneous.
- More readily available to non-literate people
- focus on visuals rather than text
- The dream of a more democratic society

Critiques of mass media

- But...
 - Increase concentration of information control
 - Restrict authorship
 - Divide society into two groups: Producers and consumers.

Critiques of mass media

- **Utopian vision**

- Democratic potential in mass media
- Connected to liberal views: globalization — “the global village”
- E.g., McLuhan and Enzensberger

- **Dystopian view**

- Global domination through the controlling of flow of informations.
- Mass media promotes the interests of industry capitalism.
- Connect to leftist movements and counter-culture.
- E.g., Baudrillard, Frankfurt School (Benjamin, Adorno, and Horkheimer)

Democratic Potential

- McLuhan
 - Global village: Mass media is like a natural resource, waiting to be used for the benefit of mankind.
 - Extensions of our natural senses: connect ourselves to geographically distant communities and bodies.

Democratic Potential

- Revolutionary movements (Benjamin)
- Reversibility of the circuits (Enzensberger)
- Guerrilla tactics

Democratic Potential

- **The media is the message!!!**
 - The content is not as important as the media through which you receive it.
- How this resonates on the digital technology today?
 - How is that digital media are more important than the messages people exchange? How is this more democratic?



**TELL ME AGAIN
HOW**

**DEMOCRATIC DEBATE OPERATES IN THE PUBLIC
SPHERE**

Public Sphere



- Mass media facilitates participation in the public sphere.
 - How does the TV contribute, or contributed, to a sense of public life or public discussion?

Mass media and the Public Sphere

- Shared participation: When we watch TV we are part of large audience.
- The TV mediate the public dialog (177).
- Moments of crisis and important decisions: war, elections.
- Entertainment: NHL finals, Olympics, World Cup or the final episode of Game of Thrones.
- When we attend to TV in these moments we see ourselves as citizens, and member of a larger audience.

Public Sphere?

- What is really the public sphere?

Habermas: Public Sphere

- Ideally a space where citizens come together to debate and discuss the pressing issues of society (178).
- “the domain of our social life in which such a thing as public opinion can be formed” (Habermas, 1989, p. 231).
- Where people could deal with matters of general interests without being subject to coercion.
 - Free expression of ideas and opinions.

Habermas: Public Sphere

- **“You, the people”?**
- Restrict to:
 - Upper middle class
 - White men
 - Full of gender, racial, and ethnic bias

Public Sphere vs. the people

- A unified, singular public is a utopian ideal. Does not adequately account for differences.
- A larger public sphere could never be realized by mass media. Why?
- Communication channels became the vehicles and guider of public opinion.
- “The Media” serve its own interests.
 - E.g., Nestle; Conservative party

The phantom of the a Public Sphere

- Lipton: the public sphere is nothing more than a “phantom”.
- We can't keep up with political issues, so we (trust and) delegate to the media the function of building a consensus of the public opinion.

Public Sphere(s)

- Multiple public spheres , or counter publics
 - Women, youth, poor, gays, students, etc.
- Not one, but many public and private spheres that overlap (Nancy Fraser).
- Use different and alternative media to communicate
 - Newsletter, conference, festivals, etc.

Mass media + Public Sphere

- Can facilitates the exchange of ideas
 - But depends on how we relate to particular media forms. and how the media contribute to foster public debate.
- Traditional media (TV, Radio, print): one-way communication system
 - Prioritize audience with most consumer potential (commercial)

Mass media + Public Sphere

- Where our sense of public exist today?
- What roles does new media play in fostering a sense of public?
- Where does public discussion take place and who has access to it?

Dystopia: Alienating power of mass media

- Many critics see mass media as a tool for global domination through the controlling of flow of informations.
- TV and radio provide a centralized means of mobilizing the new mass culture or mass society around a unified set of issues and ideas.
- Mass broadcasting foster conformity to dominant ideas about politics and culture.

Nazi Propaganda

- The TV and radio were fully controlled by the state.
- Convey a certain ideology to the masses.
 - E.g. 1935 film: Triumph of the Will.
- American (ideological) discourse: State owned media is in the service of nationalism and ideology.

Consumer Society

- 1960s Guy Debord revealed the nature of capitalist approach to mass media: the society of the Spectacle.
- Spectacle as both an “instrument of unification” and a world vision that forged a social relation among people in which images and practices of gazing were central.
- All that was once directly lived had become mere representation.

Mass media: conditions and effects

- Schramm (1954): The message must
 - be designed to gain attention of intended destination
 - employ common signs to the sender and receiver in order to get the meaning across.
 - arouse personality needs in the destination and suggest way to meet those need.
 - suggest a way to meet those need appropriated to the group situation.

Mass media: conditions and effects

- Schramm (1954): Predicting communication effects
 - More likely to succeed if it fits the patterns of understanding, attitudes, values, and goals that a receiver has: “start where the audience is”
 - “Communication effects is that they are resultants of a number of forces, of which the communicator can really control only one:” the message. (p. 17).
 - e.g., Mad Men: <https://www.youtube.com/watch?v=SIKs6TknnU8>

Mass media: conditions and effects

- Lazarsfield and Merton (1969): 3 mass media functions:
 - Status conferral:
 - The enforcement of Social Norms
 - The narcotizing dysfunction.

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 - The enforcement of Social Norms by exposing deviations to the norm.
 - The narcotizing dysfunction. Mass media is superficial and do not explore deeper enough the problems of society.

Frankfurt School

- Horkheimer, Adorno, Benjamin, and others.
- Concept of culture industry: the whole world is made to pass through the filter of the culture industry.
- Culture industry both creates and caters to a mass public that can no longer see the difference between the real world and the illusory world that these popular media form collectively generated.
- The “real” condition of existence are distorted by mass ideology that generates myths about the good life of capitalism.
- It generates a “false consciousness” about the “real” and the “truth”