

Key words

Mass Media

Traditional Media

New Media

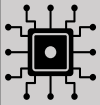
Broadcast Media

Digital Media

Print Media



How is Mass media Different to 1:1 Communication
Dutton et al [1990]

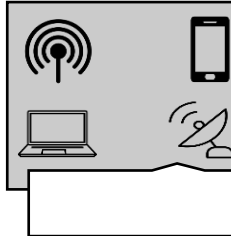
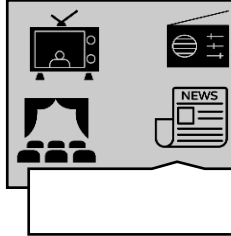


Definition of Mass Media
McCullagh 2002

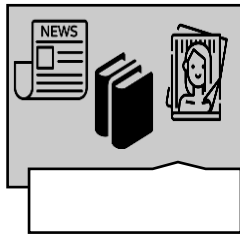
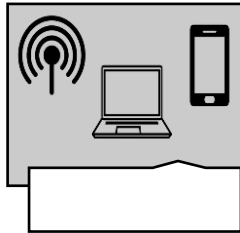
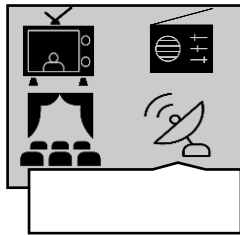


Types of Mass media - Classifications

By Age



By Distribution



Purpose of the Media











Perspectives on the Media


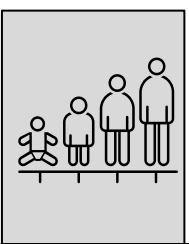
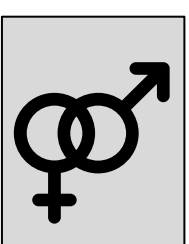
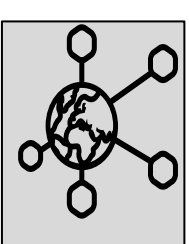
Functionalism




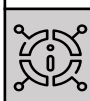
Conflict View







Interactionism

Postmodernism

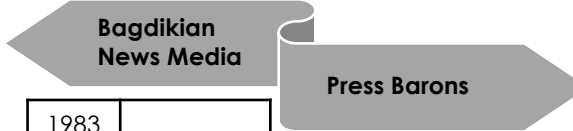
Characteristics of New Media	
	Digitalisation
	Technological Convergence
	Economic Convergence
	Cultural Convergence
	Interactivity
	Choice
	Participatory Culture
	Collective Intelligence

Users of New Media	
	
	
	
	

Debates on New Media: Neophiliacs	
New Media revolution is _____	
Because:	
	
	
	
	
EVALUATION	

Debates on New Media: Cultural Pessimists	
New Media revolution is _____	
Because:	
	
	
	
	
	
	
EVALUATION	

Trends in Media Ownership



1983	
1992	
2017	

1937	
2015	

Top Media Corporations

1	
2	
3	
4	
5	
6	

Top Press Corporations

1	
2	
3	
4	
5	
6	
7	

British TV Channels

Public	
Commercial Terrestrial	
Digital / cable	

Types of Media Ownership

	Horizontal Integration
	Vertical Integration
	Lateral Expansion
	Global Conglomerate
	Synergy
	Technological Convergence

Theories of Media Ownership

	Outline	Evaluation
Functionalism		
Marxism		
Glasgow University Media Group		
Postmodernism		

How do people Access the News? By Age	

The Role of the News in Modern Society

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	News Values Spencer-Thomas 2008

Ruge and Galtung 1965 – “10 cent cup fee”

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EVALUATION	
Value Consensus	<input type="text"/>
Cultural Expectations	<input type="text"/>
Spin Doctors	<input type="text"/>
Churnalism	<input type="text"/>
Citizens Journalists	<input type="text"/>

**The Construction of the News
Organisational and Bureaucratic Routines**








Financial Costs	Time or Space Available	Deadlines
Immediacy and Actuality	The Audience	Journalistic Ethics

**The Construction of the News
Ownership and Ideological Bias**

Marxist Critique	Hierarchy of Credibility	Social Background of Media Professionals
McChesney	Hall	GUMG
Herman & Chomsky	Manning	
Bagdikian		

Key words	Media Representations of Upper Class and Wealthy	Media Representations of the Middle Class	Media Representations of the working class	Media Representations of the Poor and Underclass
<p>Social Class</p>	<p> The Monarchy – Nairn</p>	<p>The middle class are seen as the _____ And are _____</p>	<p>The working class are seen as _____ And are _____</p>	<p>The Poor</p>
<p>Economic Capital</p>	<p> The Upper Class</p>	<p> Cereal Packet Family</p>	<p> Jones - 2011</p>	<p> Newman</p>
<p>Social Capital</p>	<p> The Wealthy – Newman</p>	<p> Consumption</p>	<p> Curren and Seaton 2003</p>	<p> McKendrick 2008</p>
<p>Cultural Capital</p>		<p> The News</p>	<p> Pluralists</p>	<p> Cohen 2009</p>
<p>Cultural Hegemony</p>		<p> Reflection</p>	<p>However</p>	<p>The Underclass</p>
<p>Stereotype</p>				<p> Shildrick and McDonald 2007 Webster 2007</p>
<p>Poverty Porn</p>				<p> Lawler 2005</p>
				<p> Swale 2006</p>

Key words
Content Analysis
Cult of Femininity
Intersectionality
Symbolic Annihilation
Commodification
Tokenism
Double Victimisation

	Just the Women Report 2012 Content Analysis of 11 national newspapers over 2 weeks
Ferguson – Cult of Femininity 1980	
Research Method	
	Idealised Womanhood
	Consumerism
	Traditional Gender Roles
	Lack of Intersectionality
	Passivity and Dependence
	Emotionalism

**Tuchman et al 1978
Symbolic Annihilation**


Omission	Trivialisation	Condemnation
Cochran 2011	Tunstall 2000	
Packer 2015		
Rodriguez 2023	Sexual Commodities	
Alaoui 2021		


Media Empowering Women

Gauntlett


Green and Singleton 2013


Key words
Masculinity
Transgender
Nonbinary
Toxic Masculinity
Demonisation
Tokenism
Hypersexuality


 **If he can see it, Will he be it?**
2020

 **Tough Guise 2**
Jackson Katz


Common Stereotypes of Men
McNamara 2006


 Self Sufficiency

 Acting Tough


 The Expert








 Physical Attractiveness

 Heterosexuality / Homophobia

 Hypersexuality

 Aggression and Control

 Comedic Value

Media Representation of Non-Binary and Transgender Characters	
 Identity	 Tokenism
 Comedic Value	
 Supporting Role	
 Tragic Narrative	
 Hypersexuality	 Deceptive Character

Theoretical Perspectives

Feminists	
Marxism	
Pluralists	
Postmodern	

Key words

Ethnicity

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Race

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Institutional Bias

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Tokenism

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Saviourism

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Stereotype

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Minority Ethnic Groups as Criminals

Van Dijk & Davis 2007	Law 2002
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Cushion 2011	Watson 2008
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Wayne 2007	Back 2002
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Minority Ethnic Groups as a Threat

Immigrants	Muslims
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Refugees and Asylum Seekers	Moore Et al	Ameli et All 2007 & Nahdi 2003
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Minority Ethnic Groups as unimportant

Van Dijk	Ligali 2006
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Institutional Bias	Tokenism & Saviourism
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Theoretical Perspectives

	Pluralists	Marxists	Hegemonic Marxists
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Outline			
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Evaluation			
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Key words

Childhood

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Youth

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Adolescence

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Elderly

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Moral Panic

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Ageism

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Grey Pound

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Media Representation of Childhood

 Cute

 Little Devils

 Brilliant

 Brave

 Accessories

 Modern

 **Heintz-Knowles (2002)**

Content Analysis of Children's TV shows and General Entertainment Shows.

Findings

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Conclusion

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 **Postman – Disappearing Childhood**


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Media Representation of Adolescence

 Freedom


 Rebellious

 Hypersexual

 Lazy

 Entitled

 Desirable

 **Wayne et al [2007]**

Content Analysis of Children's TV shows and General Entertainment Shows.

Findings

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Conclusion


--


Moral Panics

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Media Representation of Elderly

 Grumpy / Feisty

 Sick / Mentally Deficient

 Lonely / Depressed

 Having Wisdom

 Busy Body

 Second Childhood

 **Cuddy and Fiske [2004]**

Findings

--

Backed Up by

--

Evaluation

--

Key words

Disability

Biomedical model

Social Model [disablism]

Symbolic Annihilation

Telethon

Tokenism

Deficit model

Barnes [1992] – 10 Common Stereotypes of Disability in the Media



Tom Shakespeare

Representation in the News

BROADSHEETS

Sociologist

Findings

TABLOIDS

Sociologist

Findings

Representation of Mental Disability

GUMG – Philo 1999

ROSS [1996]

A study of 384 disabled viewers' attitudes towards media representations of the disabled.

The effect of Telethons

Roper 2003

Karpf 1988

The Theories

Pluralism

Social Constructionism

Postmodernism

Key words

Sexuality - Attraction

Sexuality – Behaviour

Symbolic Annihilation

New Media

Pink Economy

Heteronormative

Media Representation of Sexuality – Sexual Behaviour



Women



Men



Age



Disability



Batchelor et al 2004 – Content Analysis

Media Representation of Sexuality – Attraction

Dyer [2002]

Batchelor

Craig [1992] – 3 Signifiers of “Gayness” used by the media

Advertising

The News / Press

Symbolic Annihilation of LGBTQAI+

Stonewall and LGBT.Co.Uk [1992]







Glaad [2015]

New Media and LGBTQAI+









Positives


Negatives

Key words
Causality
New Media
False Class Consciousness
False Needs
Edgework Theory
Catharsis
Deterministic

	Definition of Media Effects
Methodological problems with studying media effects	
	Causality
	Disentanglement
	New Media
	Impossibility
	Ethics

Hypodermic Syringe Model	
Outline	
Feminist Support	
Orbach 1991 Wolf 1990	
Dines 2011	
Morgan 1980 Denmark 2007	
Marxists Support – Marcuse	
Criticisms	

Does the Media cause Violence	
YES	
	Imitation
	Desensitisation – Himmelweit [1958] / Newson [1994]
	Psychological Disturbance
	Edgework Theory – Katz
YES	
	Catharsis
	Sensitisation
	Fear of Violence
	Minority



Active Audience Approaches

	Two Step Flow Model	Selective Filter Model	Uses and Gratifications Model	Reception analysis Model	Cultural Effects Model
Outline					
			Diversion		
		Selective Exposure	Personal Relationships	Dominant [Preferred] Reading	
		Selective Perception	Personal Identity	Oppositional Reading	
		Selective Retention	Surveillance	Negotiated Reading	
Criticisms					

Globalisation

	Globalisation - Definition

Features of Globalisation

	Technological Developments
	Economic Changes
	Political Changes
	Cultural Changes
	Migration

Culture

	Culture - Definition

Types of Culture

	DOMINANT CULTURE
	HIGH CULTURE
	MASS CULTURE
	FOLK CULTURE

Components of Culture

Norms	Values	Nationality
Traditions	Beliefs	Language
Clothing	The Arts	Food

Impact of Media globalisation on Culture

Postmodernist Approach		Media Saturation and Consumer Culture	Evaluation	
		Hybridisation and Identity – Strinati [1995]		
		Media Saturation and Meta Narratives		
		Participatory Culture – Jenkins [2008] & Shirky [2011]		
		Popular Protest – Murthy [2013] and Spencer-Thomas [2008]		
Cultural Imperialism	Marxism [Global Pessimists]		Evaluation	
	Cultural Imperialism – Americanisation			
	Crothers – Loss of Cultural Diversity	Hannerz – Cocoa-Colaisation		Barber – Fundamentalist Backlash
Cultural Hybridisation	Mult directionality	Middle Ground	Responsive Conglomerates	Evaluation