

Effects Research

Focused on measuring direct effects of media on people.
Sometimes called administrative research
Short Term behavioural effects (Bobo Doll)
Long Term behavioural effects - Cultivation Theory

Gratifications Model

Instead of looking at what effects media have on people, focused on understanding why people selected certain media and what made it gratified.

Needs from Gratifications Model

Says we are merely passive consumers of media, we make choices that satisfy particular psychological needs
Possible needs:
Diversion
Substitute for personal relationships
Resource for developing personal identity
Way of finding out about the world

Hegemony

Existence of dominance of one social group over another
Form of power based on leadership by a group in many fields of activity at once so that its ascendancy commands widespread consent, appears natural and inevitable
Ruling class can non-violently gain consent to govern and impose their values on society.
Hegemonic: no longer appear contestable, taken for granted, common sense.
BUT change can occur.
Initially proposed by Antonio Gramsci, "common sense" when hegemonic

Public Service Broadcasting (PSBS)

About broadcasting to serve public interest
Inform, educate, rather than entertain.
Ex, BBC, CBC, ABC
Criticisms: is it truly independent?

State Broadcaster

Serves interest of the state
state approved messages (propaganda)
CCTV, Pervyi Kanal

Difference between news providers

Medium
TV, Radio, Internet can provide continuous coverage, roll over and be less in-depth
Newspaper: denser factual accounts and be more carefully thought out with a once a day frequency
Editorial positions can influence political stances. FOX vs MSNBC Sun Vs Journal

Aird Commission: RC of Radio Broadcasting

Advised the gov't on the future of broadcasting in Canada.
Radio in CAN underdeveloped, ppl tuning into American programming
Wide spread fear of commercialization

5 Broad Purposes: Missions of PSBs

1. Inform and Increase peoples understanding of the world
2. Reflect and Strengthen Cultural Identity
3. Encourage an Interest in Arts, Sciences, and History
4. Support a Tolerant Society
5. Allow for the Production of programming that might not be Commercially Viable

Bourdieu's Ideas on Taste

Book: distinction: social critique of taste
Peoples taste will be heavily impacted by their social class
Middle class- greater affinity for middle class cultural fare

Ideology Globally

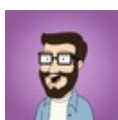
Globalization: Continuation of past imperialist projects
Imperialism: policy of extending a nation-state's influence over other parts of the world either through force or other means
Two major views of Imperialism: Progressive and Regressive
Regressive is pure conquest
Progressive is about raising underdeveloped parts of the world to a more developed state.
Proponents of the Political Economy use Cultural Imperialism to describe cultural flows in the era globalization: fear that local cultures will be destroyed in favour of one global culture.

Ideological State Apparatus

ISA: proposed by Louis Althusser
made of institutions such as the family, schools, religion, gov't, and media
Support capitalist system, perform upkeep and spreading of the ideology.
Work to integrate and reintegrate ppl into dominant system of ideas

US Model: Free Market with Limitations

First amendment to the US constitution that gov't can make no law abridging freedom of the press.
Regulators were always less able to make restrictions on broadcasting
Some regulation was necessary so "scarce" radio freq weren't being abused



By _connorb
cheatography.com/connorb/

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Long-Term Cultivation Theory

George Gerbner: TV gradual changes the way that ppl view the world.

Criticized for confusing correlation with causation and ignoring race, gender, and social class

Position of Decoding

Dominant/Hegemonic: Matches the dominant position of the encoder

Negotiated Position: acceptance of overall view of encoded text, but disagreement with certain elements.

Oppositional position: preferred meaning is identified and rejected by audience members

Katz and Lazarsfeld: Two-Step Flow

Ppl are not that attentive to media messages and therefore can't be influenced

Certain ppl did pay close attention to messages and could be influenced, and they can influence others in their peer group: Opinion Leaders: used in Marketing

3 Models of Broadcasting

State Broadcasting

Public Service Broadcasting

Free Market

Censorship

Positive: Deemed not offend anyone or provide positive values

Negative: restrictive, important to uphold social cohesion. sexually explicit content or violence.

FCC

Allowed to license radio broadcasters

Goal: "licenses should serve public convenience, interest, necessity"

Guaranteed competition by never allowing local monopolies

Massey Commission: RC on National Dev

About Art in Canada

Canada became dependant on American culture gods

Let to formation of Canada council for the arts and National Film Board

Established study models for funding

Canadian Broadcasting

Formed the Canadian Radio and Television Commission (CRTC) which was to regulate Broadcasting

Rejected the argument that CBC alone should be responsible for canadian culture

Early Successes in CAN

Hockey Night in Canada. Owned by CNR.

Most iconic program in Canadian history.

CNR became CRBC and then CBC

American Public Broadcasting

TW tracks: National Public Radio (NPR) and Public Broadcasting System (PBS) individual stations receive funding from the Corporation for Public Broadcasting

^They are primarily funded by donations

Local affiliate stations run programming

Member stations produce content or simply license content from NPR or PBS

Bias or Ideology

Class Bias

Institutional Bias

Free Market

Media systems should be guided by market conditions

Gov't should be involved as little as possible

What's on should be what the audience wants to see

Ex: Global, CTV, NBC, CBS, ITV

John Fiske

Bricolage: in order for cultural products to be successful - must have an excess meaning that people can tap into

Views audiences as being the ones that make meaning, not the culture industries Uses Michel de Certeau's ideas, sees culture as war

Culture industries are armies and

consumers are guerilla fighters

consumers look for cultural territory not

being held by cultural industries and use those spaces: like turning Madonna into a feminist icon

Armies of cultural industries come to take back the territory held by the fighters, they retreat and move to another point. This goes back and forth

Culture Industry has strategies.

Construction of News

News providers in any medium are never unbiased

Newspaper limited space, broadcast limited time, internet limited resources

Has to generate Ad revenue

Choices for what's get included or excluded

Gatekeeping: determine which news stories included in a particular news outlet's product. Gatekeepers are editorial staff,

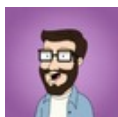
how news will be included, concepts of importance and interest. Affect what we know, care, and talk about

Agenda Setting: Result of their decisions about which issues/events to focus on, media shapes the priorities of the public.

Political Economy

Views culturalist Neo-Marxist view as giving too much emphasis to the meaning within texts

Political economists take a much more unreconstructed view of Marxism and focus on ownership of the means of production as the key to explaining why the capitalist system is as powerful as it is.



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Cultural Studies

Encoding/Decoding:

one of the most important concepts in cultural studies

Try to explain why the message sent is not always the message received

Encoding happens at the source of the message, encoded with the meanings the creator wants it to have. Usually Hegemonic messages

Decoding happens at the receiver: 3 types, dominant, negotiated, oppositional

Deregulation

Deregulate media during Reagan presidency

Mark Fowler the commission led the charge against deregulation

Including the repeal of the Fairness Doctrine

Textual Poachers

Henry Jenkins: fans in the way they choose to make content their own become textual poachers. They often illegitimately, take texts that exist and try to extend them or make the stories their own.

Refigure meaning, to reflect different interpretations or values.

Neo-Liberal Approach

Incompatible with capitalism for government to be involved in broadcasting

Laws of Supply and Demand must apply

Market is more easily able to quality cultural content than a gov't agency

Competition leads to innovation

Bettering society should only be a goal if it is what is profitable

Free Market Model

Adam Smith

Markets should be allowed to decide what is best for society based on what people want

Gained popularity during Regan presidency

Free Market Model (cont)

Position of Harper Gov't

The Frankfurt School

Ultimate goal of human beings as the ability to think, act freely, and to be creative

Capitalism objectives ppl, turns them into standardized pieces within system

Capitalism has transformed culture into another commodity rendering it unable to challenge the system

Culture Industry simply spreads the ideologies of the capitalist system

Neo-Marxism

Move beyond materialism of classical or unreconstructed Marxism

Start to view culture and being, not so much independent of economics, but a major factor in maintaining the system.

Unreconstructed theories of Marxism view culture as essentially inflexible

Neo-Marxism: culture as changing to support the changing needs of the capitalist system

Look at CBC Mandate

English/French, Available, Multiculture, Reflect Canada

Criticism: taxpayer money

Noam Chomsky Propaganda Model: 5 Filters

1. Ownership and Profit
2. Advertisers
3. Sources
4. Flak
5. Anti-Communism (more like Anti-Americanism)

Fowler Commission: RC on Broadcasting

Demanding a 2nd option other than CBC
John Diefenbaker's gov't passed the Broadcast act

Forming the Board of Broadcast Governors

First act was to start applications for a second station in major markets

CTV created. Financing these

Why has CAN done so well? Sports, sketch comedy, Drama

Galtung and Ruge's Universal Criteria

1. Frequency
2. Amplitude
3. Clarity
4. Cultural Proximity
5. Predictability
6. Unexpectedness
7. Continuity
8. Composition

Galtung and Ruge's Criteria for Developed Nations

1. Elite Nations
2. Elite People
3. Personification
4. Negativity

BBC

First PBS

First Director John Reith vision of educational morality and national cohesion

Used to raise taste and moral awareness

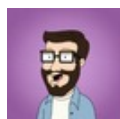
Held as Monopoly until British Gov't licensed a 2nd national channel ITV

Infotainment and Depoliticization

Infotainment: News and current affairs presented in entertaining fashion

Seriousness may be lost.

Truthiness: Colbert



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Infotainment and Depoliticization (cont)

what you want facts to be, opposed to what they are. Feel like its the right answer as opposed to what reality will support



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