

### 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



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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 whats 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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