

## Study Notes – CMN 3109 – Quiz 2

- ✓ Know Lerner and Modernization Theory
- ✓ The Rock n Roll/public sphere reading (Ch. 12)
- ✓ The reading about the decline of the public sphere and TV (Ch. 15, read 14 too)
- ✓ Need to know about empathy and compare and contrast theories
- ✓ Know civil society and its enemies
- ✓ Know Habermas and his ruptures with Frankfurt.

### **Modernization Theory**

- The process of economic, social, cultural, and political development that leads to a level of organization and production, along with belief systems, similar to those in Western society.
- Developed by Daniel Lerner
- 3 phases
  1. Rural to urban migration
  2. Improvements in literacy levels
  3. Media participation and consumption  
→ Which leads to political participation

### **Civil Society**

- Public life divorced from the state, which emerged from capitalism
- The sphere in which one enters to protect individual and private property rights
- Organizations within civil society can challenge public authority and decision making
- A group that shares a common set of goals, values, and beliefs. Consists of professional associations, worker unions, trade unions, etc.

### **Enemies to Civil Society**

- a) **Despotism**  
A country or state where a ruler holds absolute power
- b) **Revival of traditional republican civic virtues**
- c) **Specific forms of nationalism**  
Exclusionary nationalism, e.g., fascism, Nazism
- d) **Totalizing ideology**  
e.g., communism, socialism, etc.
- e) **Essentialist cultural ideals**  
Caste systems e.g., India

## **Habermas broke from the Frankfurt school in two major ways:**

- 1. His reconceptualization of instrumental reason**
  - a. Frankfurt school saw instrumental reason, which is (in its ultimate form) science and technology, as an ill of modern society, which has led to capitalism, monopoly, greed, suffering, etc.
  - b. Habermas sees instrumental reason as necessary to advancing human society and not always a bad thing.
  
- 2. Through his critique of “Work Cult”**
  - a. Frankfurt School sees work as taking away from the enjoyment of life.
  - b. Habermas, on the other hand, sees work as necessary to our development. It allows us to utilize instrumental reason and find easier ways to work. This allows us to do more and work less; as a result, we come to enjoy life more—not less as suggested by Frankfurt School.

## **Rules of discourse (public debate)**

1. Universalization Principle: For a norm to be valid, the consequences and side effects that its general observance can be expected to have for the satisfaction of the particular interests of each person affected must be such that all affected can accept them freely. FREEDOM
2. Discourse Principle: Only those norms can claim to be valid that meet (or could meet) with the approval of all affected in their capacity as participants in a practical discourse. EQUALITY
3. Consensus Principle: Free participation in a discourse is necessary to formulate a viable and acceptable consensus on an issue. CONSENSUS

## **READINGS**

### **Chapter 12: The Psychedelic Public and Its Problems: Rock Music Festivals and the Civil Society in the Sixties Counterculture**

- 1. What is the thesis statement of the article? (i.e., what major claim does it make, what major point or belief does it advance?)**

Rock music was not the idealized public sphere that presented itself in Habermas’ theory- but the similarities make it an alternative (pseudo) public sphere.

- 2. What are the main or primary arguments made by the author in support of the thesis statement?**

- Author describes rock music festivals as civic and commercial cultures. “Festival populations could grow into the hundreds of thousands. People got

married, gave birth, and died. Festivals developed their own rules and codes of neighborly connection and commitment.

- Rock music, especially festivals foster engagement with public life and its problems.
- Rock music paralleled with Habermas' original definition of the PS in a newer way; Habermas said that citizens in the PS "behave neither like business or professional people transacting private affairs"
- Habermas claimed that with the expansion of mass culture, the PS would be replaced with a world of culture consumption. Author suggests that even though rock was implicated in consumerism the festival's provided moments for deliberation and action.
  
- The music was able to link private encounters to the larger public, collective concerns. The music didn't present a consistent ideology that had listeners carried to a common conclusion and value. He says that Rock was not a coherent subculture but an unstructured public sphere.

### **3. What evidence does the author use to support the claims made? (examples, stats, theory, research, other authors, etc)**

- Grateful Dead manager Rock Scully helped create their own PS- put aside his commercial position as manager of GD in order to consider the larger common good. He entered into deliberation about the psychedelic public and the problems it faced. (Much like ideal PS where citizens put aside their business and professional sides).
- Habermas himself concluded that rock concerts could be included in the "occasional" or arranged public of particular presentations.
- Just as rock music could enable debate, it could also impede deliberation. Author uses example of "Festival Express" (Festival Express is a 2003 documentary film about the 1970 train tour of the same name across Canada taken by some of North America's most popular rock bands, including The Grateful Dead, Janis Joplin, The Band and Delaney & Bonnie & Friends)- The presence of the camera interrupted an interview between the reporter and the grateful dead singer- author says the spirit of debate and deliberation had broken down, because the presence of the camera.
- Through performance and conversation they participated in debates about how counterculture might pose alternatives to the problems and flaws of mass society. They organized a free concert to avoid alienating people- to create a public space where people could come together and contribute to the psychedelic public life.
- Suggest that through lyrics the band and their listeners address issues of identity and survival- and that those in turn created a medium for debating problems of life.

- Says that music became something like an art experience that John Dewey argued art as a mode of free social inquiry, that individuals could then assemble into life enriching communities.
- Rocks modification of the PS drew theorists like Marshall McLuhan to music. McLuhan said that “the ear favors no particular point of view, we are enveloped by sounds” For McLuhan rock music offered a new kind of ‘ear world’ and that popular music was important in creating new environments of public interaction.

## **Ch 14: The Revolution will be Televised: Free Speech TV, Democratic Communication and the Public Sphere**

### **1. What is the thesis statement of the article? (i.e., what major claim does it make, what major point or belief does it advance?):**

- FSTV exposes the possibilities, potential and frustrations inherent in communication technologies to create alternative PS that provide the foundation for an overarching and egalitarian PS.
- explored issues of public concern that mainstream media won’t discuss

### **2. What are the main or primary arguments made by the author in support of the thesis statement?**

- FSTV exhibits the possibilities of creating an important alternative mediated public sphere that helps incorporate dissent and conflict into the “official PS” in an attempt to arrive at the common good
- FSTV reaches beyond activists to other concerned citizens
- FSTV is part of a growing alternative media system that creates a “counter public sphere” that operates in close relationship to political and social movements.
- Satellite technology is a powerful organizing tool and central to the creation of an alternative PS.

### **3. What evidence does the author use to support the claims made? (examples, stats, theory, research, other authors, etc)**

- Deep Dish TV and Paper Tiger TV appears on public access cable channels and is an organization of local media volunteers creating programs that analyze and critique mainstream media, culture, and politics. Deep Dish TV and Paper Tiger allow individuals to communicate beyond the local as their programs circulate nationally because of satellite and video technology
- Deep Dish and PT collabed with the Gulf Crisis TV project and helped groups opposed to the first war in Iraq find and share their voices by linking local video producers, peace activists and national public access outlet. The efforts serve as models for utilizing the participatory aspects of public access tv.
- FSTV provides a platform for voices and points of view that are traditionally excluded from TV.

- FSTV showed how counter publics use communication technology to create an alternative PS that documents their efforts and reveals their identity through their efforts with the WTO protests in Seattle. FSTV bypassed corporate media and informed the public about the real complex reasons behind the protests.
- FSTV created “Mobile Eyes” series that investigates on critical issues. It investigate the US military, media ownership, US Foreign policy, the peace movement, and other things that were often left unreported in mainstream media.
- Mobile eyes offers an example of how FSTV helps establish an alternative PS that serves as a global social justice movement press.
- By using FSTV as an outlet for info, activists and citizens share perspectives and allow spaces for voices historically shut out of mainstream media. These open access comm systems allow people to circulate important points of view while presenting opportunities for relationship building and political organizing.
- FSTV introduced “Democracy Now” that brought life to the ideas and voices that share a commitment to truth, democracy, justice, diversity, equality, and peace. DN offered viewers a critical approach by discussing perspectives that are competing with the official PS. ABC, NBC, and CBS sidestepped the discussion surrounding Hussein's weapons of mass destruction and questions concerning the justifications for war. By contrast DN incorporated different sources and offered analyses for these things.
- Reality is that individual citizens participate in numerous publics and create overlap among the many alternative PS and ultimately develop a larger PS where participants accept, expect, and negotiate differences.

## **Chapter 15: Lost in Space: Television’s Missing Publics**

Read chapter 14 – these 2 go together – counter points  
How does broadcast TV in the new forms of TV compare?

### **1. What is the thesis statement of the article? (i.e., what major claim does it make, what major point or belief does it advance?)**

The change from free-to-air services to pay-services that involve multiple contractual arrangements between clients and providers, means that television’s capacity to communicate the public sphere to the masses can no longer be taken for granted

## 2. What are the main or primary arguments made by the author in support of the thesis statement?

Background information:

Since its introduction across the developed world in the 1950s, broadcast television has played a vital role in the mass communication of the public sphere.

- Used by: politicians, advertisers and emergency services
- Possibly the only environment where most people experience a sense of connection to the public sphere
- TV **delivered mass audiences** for public information – Media owners maintained this power

The **restructuring** of television seriously **compromises** its capacity to continue to host the public sphere in the way it has until now, and potentially this had profound implications for reshaping public life

- Problem = how to imagine the real public sphere without access to the masses through broadcast TV
- This scenario is upon us with the shrinking of free-to-air TV

The Internet is trying to become more like television to attract larger audiences (it is mediatizing), and television is trying to become more like the internet (it is 'internetizing').

**Three convergence-related changes that possess the potential to dramatically alter the nature of the mediated public sphere:**

1. The changed competition context of the television industry
2. The substitution of free-to-air broadcasting services with pay-per-view commodities
3. The reshaping of the media text as '**content**' **commodity** rather than primarily as an agent of discourse

## 3. What evidence does the author use to support the claims made? (Examples, stats, theory, research, other authors, etc)

Evidence for point one – **Competition and the television industry**

- Audiences are choosing entertainment options with more **personalized appeal** from a **broader range of options**, and advertisers are following their targeted audiences to these new destinations.
- The declining attractiveness of existing TV genres for key audience demographics causes **existing audiences to be revalued** by both advertisers and the television industry

- Decline becomes a self-fulfilling prophecy for the broadcast TV industry, and its **role as host or intermediary in the public sphere becomes less and less relevant**

#### Evidence for point two – **Substituting ‘free-to-air’ with ‘user-pays’**

- Convergence is hastening the ‘disintermediation’ of broadcast TV because, as the **mass audience fragments**, so does the advertiser funding on which the industry relies – advertisers now able to avoid ‘waste coverage’ inherent to broadcast TV advertising
- Now able to focus on existing customers and prospects who share similar media profiles and can therefore be expected to be more receptive to the advertising message
- **Mobile TV** – streaming shows on your phone for a cost – proving to be profitable
- **‘Enhancement’ project** replaces dwindling advertiser funding with viewer/user funding – generate revenue directly from the viewer by including interactive enhancements as part of the initial product design – votes become commodities in this context
- Problem with TV voting comparison to democracy is that it requires a redefinition of the democratic process – democracy would be based on purchasing power

#### Evidence for point three – **The commercialized text: the case of branded entertainment**

- Advertising has taken the opportunity offered by the convergence challenge to lessen its dependence on traditional media and television in particular
- Advertising industry now tells **brand stories** – not only is the brand a medium of communication but it can also be argued to be the model for understanding the website as an internet genre – **positions viewers as consumers**
- Customer **segmentation** plays a large role in this
- Segmentation practices of the ad industry have had a negative impact on the public sphere because **marketers concern with diversity act to push groups away from one another rather than to encourage them to learn about the strengths of coming together to share experiences and discuss issues from different viewpoints**
- The internet allows advertisers to cultivate virtual communities among brand customers and contacts and to both personalize and customize their communication with them
- The discursive significance of text is diminished as is its potential to contribute to public sphere discourse beyond the apolitical micro spheres of every day consumption
- **This makes it impossible for the internet to replace broadcast TV as a host to the public sphere**

## Conclusion

- Broadcast TV used to be able to produce a mass audience to advertisers, which provided broadcasters with necessary funding.
- Television was a public sphere because the mass audience was there to experience the important messages provided through television
- Due to convergence, that mass audience is getting their entertainment online as well as through TV – competition has been created
- Changes are occurring both online and on TV to cater to these changes and maintain an audience
- The segmentation of audiences is to the detriment of TV as a public sphere
- The internet will never be able to replace TV as a host of the public sphere – doesn't have the same ability to reach a mass audience

	<b>Habermas</b>	<b>Morell</b>	<b>Lerner</b>
<b>Concepts</b>	Public sphere and public debate	Deliberation, empathy and democracy	Modernization, media and empathy
<b>Empathy</b>	Empathy is a cognitive/rational tool for the rules of discourse	Empathy is both affective (emotional) and cognitive/rational	Empathy as cognitive inductive of desires. Could be disruptive to traditional authority forms.
<b>Media</b>	Supposed to expand the public sphere but due to the universalization of instrumental rationality (through capitalism and private property, science/tech) the media are being detrimental to the Public sphere and civil society	Used to infuse empathy in the democratic process and institutions through education. It is easier to reach everyone rather than everyone meeting face to face	As mobility multipliers and tool to foster empathic imagination and creating new desires
<b>Communication</b>	Communicative action in the Life-world to be revamped	Communication based on empathic feelings and open mindedness	Communication is media centric