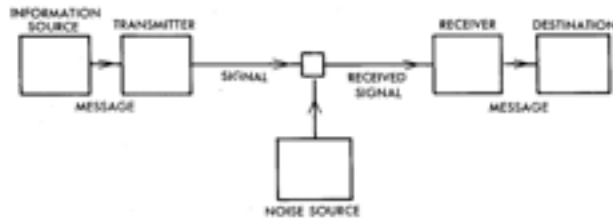


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Introducing Communication

- One cannot not communicate



Shannon and Weaver model of communication

Basic form: A affects B in such a way that communication between the two is said to take place. How is it that this communication between A and B ever takes place at all?

Common elements to theories:

- Social: involves people
- Process-dynamic: ongoing and unending
- Contextual: meta-individual, historical, in a place, event/moment, background of those who are interacting
- Influenced by history: historical period (customs, values), history of media
- Exchange of symbols: concrete (objects), abstract (ideas)
- Interactive: exchange of meanings

Models of communication:

- Communication as Action (sender/receiver)
- Communication as Interaction (ping pong)
- Communication as Transaction (simultaneously sending/receiving)

What is (a) theory?

- Abstract system of concepts and their relationships that help us to understand a phenomenon
- “Nets cast to catch what we call the world” (Karl Popper)
- “Process of developing ideas that can allow us to explain how and why events occur” (Turner)
- “The function of communication does not exhaust the essence of language. Thus, beyond the schemas of communication appear other possible finalities” (Jacques Derrida)

Phatic communication: exchange of words without meaning

What does theory do?

- Puzzle-solving (pre-given, solvable, out there)
- Mapping (structures, analogies, linkages)
- Truth-seeking (world contains “truth”)
- Fact-seeking (truth may not be knowable, but facts to be gleaned)
- Puzzle-making (oppositional, challenges status-quo, questions the unquestioned)
- Interpretation (conceptualized different ways of life, bodies of knowledge)
- Inquiry (identify theory with questioning)

How to read theory?

1. Try and explain main components (concepts and relationships)
2. Examine goals of theory
3. Consider relationship between theory and experience
4. Investigate paradigms and meta-theoretical foundations that shape a theory (paradigm: intellectual traditions that ground and facilitate a specific theory)

Meta-theory

- Ontology: subjectivity; who we are; of being and what is
- Epistemology: theory of knowledge; how we know what we know
- Axiology: values that infuse a theory, or stance, towards theorizing

Many ways to approach communication

- No real consensus for how far back we need to go to study communications
- “The world is everything that is the case”
- **John Fisk**: identifies 2 ways to study communications theory history
- Different models/theories answer different questions, or same questions differently
- **Process model (Fisk)**: transmission of messages (efficiency + accuracy)
 - Technical approach
 - Misunderstanding = failure
 - Social interaction (how a person relates/affects someone else’s self/behaviour)
 - Assumes some kind of intention (stated or not, conscious or not, has to be retrievable)
- **Semiotic model (Fisk)**: Production and exchange of meanings
 - Textbook approach
 - Misunderstanding does not = failure
 - What constitutes an individual as part of a culture
 - Message is a construction of signs interacting with receivers that produce meanings
 - One becomes aware of cultural differences when reading different texts in different contexts.
 - Opinions can differ, but sets of affinities that define a culture
 - Occurs when a reader interacts with text
 - Readers with different social contexts find various meanings in the same text (which is not a communication failure)

Main channels available after WWI

- Radio
- Telegram

How do you measure a channel’s ability to send messages?

- Engineering
- Mathematical
- Physics

Process (Claude Shannon and Warren Weaver)

One way, no culture involved, accuracy, efficiency

A: Technical problems (how accurate is the transmission) — Fix the problematic element (equipment)

B: Semantic problems (how accurate is the conveyed meaning) — Harder to fix, meaning is the problem

C: Effectiveness (how does the received meaning affect conduct in the desired way) — Shannon & Weaver's model

Noise: Something that gets in the way of the transmission of a message

Information: Predictability of a signal (from level A)

John Durham Peters

- To understand the traditions of thought in communications theory, one can look at writers/thinkers that don't use the word "communication"
- Communication is braced between dialogue and dissemination
- **Dialogue** reaches its pinnacle in its melding of souls without misunderstandings (telepathy — bridge)
- **Dissemination**: Broadcasting — chasm, **Solipsism** — enclosed in ourselves

History of the concept of communication

1. "Communicare": import, share, make common (latin)
 2. Stylistic device in rhetoric
 3. Belonging to a social body
 4. Connection or linkage
 5. Transfer/transmission (one way)
 6. Two-way exchange
 7. Symbolic interaction (shaking hands, holding child during baptism, etc.)
 8. Forms taken by interaction
- Communication: reconciling self and other
 - Mistake to think that **communications** will solve the problems of **communication**
 - Zone for **inquiry**
 - History works by being arranged into various constellations

Peters' position post WWII

1. Technical idea of communication (transmission/transportation)
2. Therapeutic model of communication (inter-personal relations, healing, restitution of common bond)

Communication is sooner a matter of faith and risk than techniques and method.

The expansion of means leads to the expansion of minds.

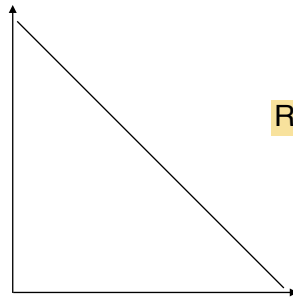
Lisa Gitelman

Focus on media over communication(s)

1. Pluralized (media vs. medium)
2. Understand the relationship between past/present

Redundancy (predictability) and Entropy (information)

max. redundancy



Relation between redundancy and information

max. entropy

Appropriate balance between redundancy and entropy: needed for clarity/accuracy of message

Redundancy

- 2 functions: technical and social
- Enables decoding and understanding of a message
- Helps with deficiencies of a noisy channel
- Overcomes problems of trying to convey entropic message
- No message is purely redundant (still carries some form of information)
 - Phatic communication is the closest thing to message-less communication
- **Politeness** brings together technical and social aspects of redundancy
- **Subculture**: creates sense of belonging, community, vocabulary associated to it, concepts, shared experience, redundancy of concepts, ideas, vocabulary.

Empiricism, Information Theory and Cybernetics

Empiricism: knowledge = experience

Information: transmission of data

Shannon and Weaver

- Channel capacity = information + noise
- **PPM**: pulse positioning modulation
- **PCM**: pulse code modulation
- Strength of their model:
 - simplicity
 - generality
 - quantifiability
- Weaknesses:
 - Main metaphors (“conduit metaphor”)
 - models communication as a relay, “hypodermic needle”, “bullet”

- Linearity (point A to point B)
- Theory of meaning becomes irrelevant in their model
- Instrumentalism (means to an end)
- Disregard of context
- Understanding of purposes (no social complexities)
- Understanding of time
- Disregard of medium

- Why study Shannon/Weaver?
 - Major and abiding influence on the field
 - Still dominating model in engineering
 - Addresses questions of the technical and material infrastructure of communication

Cybernetics (Weiner)

- Human judgement is being replaced by that of the machine
 - Takes away the value of being human
 - Danger of worshipping the machine
- Area of communication that stresses that we live in an epoch where distinctions between man, animal, and machine are breaking down
- **Feedback:** ability to think about all intelligent behaviour interacting according to feedback (human, animal, machine)
- **Positive feedback:** end result reinforces the initial state (+,+,+,+,+,+ ...)
 - Divergent behaviours
 - E.g.: Climate warms — buy/use AC — more energy + CO2 emissions — climate warms — etc.
 - E.g.: Crowds (attract more people, more ideas, more chaos)
- **Negative feedback:** 2 variables that are controlling each other (+,-,+,-,+,-,+,-,+ ...)
 - Adaptive/goal seeking behaviours
 - E.g.: Lotka-Volterra model of predator/prey relationships through time

Weiner

- Value leisure over work
- Confront government secrecy
- Cannot put the genie (machine) back in the bottle
- Collectivist ontology
- Political + economic position
 - Society: out of balance
 - becoming servomechanisms

Binary model

- Two choices (yes/no, on/off, etc.)
- Humans function with model (blown up to the 10^4 decisions/"dots")
- Sender + receiver "baggage"
 - Language spoken
 - Experience
 - ...
- Code: knowing it is like a key to understanding
- Communication: responsibility of decision all the way down the line

Media effects

- Afraid to be influenced
- Fear of the new and unknown

Media effects research

“Body of research that investigates how exposure to different forms of media (TV, video games, music, etc.) can directly influence the attitudes and behaviours of its audience”

Schramm

- Communication: “commonness”; “getting receiver and sender ‘tuned’ together”
- Not just a technical problem (unlike Shannon and Weaver), but a social one too
- Messages are signals and signs (not semiotics)
- Each person is potentially an encoder and a decoder (not a passive model)
- “What you will encode will depend on your choice of responses available in the situation and connected with the meaning”
- 3 levels/elements of interaction
 1. Sensory and motor skill level (stimulus for action)
 2. Dispositional level (experience)
 3. Representational level (meanings assigned and ideas considered)
- 4 conditions of success
 1. Gain the attention of the other
 2. Employ signs to call forth a response
 3. Arouse personality needs
 4. Meet those needs
- Influencing forces of response
 - Message design (only one that sender can control)
 - Situation
 - Personality
 - Group

Lazarsfeld and Merton

- Mass media of communications has changed the structure of social control
- *BUT***
- Overestimated social role
- *BUT***
- Legitimize particular players and their messages
- Enforce social norms and values
- Narcotizing dysfunctional effects. Create apathy.
- 3 conditions of “propaganda”
 1. Monopolization of media
 2. Canalization (pre-existing behaviour)
 3. Supplementation (supplementary face-to-face contact)
- Limited effects paradigm (media operate to maintain social norms)
- “Control” of the masses is over-stated because of social factors

Mass Media

- Publics: might be a way to push back against powers
 - E.g.: Occupy Wall Street — potential to create true democracy

Bourgeois Public Sphere (Habermas)

- Public opinion in 2nd half of 18th Century
 - Mediated between state and society
 - Correspondence between state and society
 - Open to all citizens (in principal)

Public Sphere in Mass Welfare-State

- Beyond the bourgeoisie
- Shift from consensus to comprise
- Loss of critical function of public sphere
- Social organizations now have stake in negotiating with state directly

Fraser's Public Sphere

- Problematic assumptions underlie the bourgeois model
 - **Bracketing** of status
 - Competing publics destroy democracy
 - "Private" must stay out the public sphere
 - Necessary sharp division between civil society and state
- **Bracketing**: "mansplaning", no pretension of equality
- Competing: counter-publics are essentials
- Private: private=political
- Division: accountability

Existing "Democracy" (Fraser)

- 1st goal: eliminating social inequalities
- Project of visibility
- Theorize contestation between publics
- Controlling the agenda
- Weaknesses of some publics rob them of impact

4 Tasks (Fraser)

- Expose how deliberation is tainted by social inequalities
- Expose hoe inequality affects relations among publics
- Challenge how some issues and interests are made "private"
- Weak publics make public opinion waker

Media as extension (Benjamin and McLuhan)

Changes in methods of perception actually alters social conditions

- McLuhan: changes in patterns and scale of human affairs
- Benjamin: changes in relationships to tradition; relationships between technology and techniques helps organize perception (change in conditions leads to change in perception)

Medium Theory

- Examines particular qualities of media technology
- Media technology may bring about different forms of patterns of human and social organization
- How particular media technology affect sense perception and re-organize our experience and understanding of space and time, individually and socially
- Medium theory suggests that the key function of media technology is to mediate reality, and this alter our perception of the world around us

Mediation

- An in-between
- Balances two things
- Ideally: unbiased/neutral
- Transfers
- Creation of understanding between two things

Mediation as a process:

1. Interceding or come in-between (filter)
2. Bridge
3. Negotiation
4. Point of articulation, or transformation

Communication as a process involves some aspects of all four of these sense of mediation

Technological reproduction

- Art: has always been reproducible
- Permits us to see that which is invisible
- Destroys idea that art has a unique experience/history in time and space (**aura**)
- Replaces ritual or cult value with exhibition value
- Shifts human perception
- **Aura**: unique capacity of an object to testify to its history

Authenticity

- Doesn't make sense in technological reproducibility
- Everything it created for reproducibility (to a degree)
- Camera led to a perfect reproducibility of a moment in time (objective), while paintings were influenced by painter
 - Led to surrealism, something cameras weren't necessarily capable of
 - Photographs: imprints of the world (close to unmediated)

Aura

- Tradition, cult value
- Unique existence, authority
- “Strange tissue of time and space”

Reproduction

- Repeatability, transitory
- Exhibition value
- Reaches masses on their own terms

McLuhan (Medium is the Message)

- Light: pure information, message without content
- Content of one media is another media
- All media have a particular “grammar”, a change of scale or pace that it introduces into human affairs
- Introduction of a new media technology can bring about a clash within civilizations
- Different media are also associated with different values (individualism) and forms of political organization (nationalism, globalization)

Medium is the *Massage*

- Being massaged by mass medias, leave no part of us untouched, media works are pervasive in their personal, political, economic, aesthetic, psychological moral, ethical and social consequences.

Message of the car (Medium theory)

- Invented suburbia
- Created global economy centred on oil
- Enabled faster transportation
- Modified time and distance
- Production line (atomizes labor)
- Social statement (grammar that talks about class)
 - Social hierarchy particular to the car itself
- Mass acceleration
- Privacy
- Changes in providing of services
- Traffic jams
- Commuting
- Creates a new way to die
- Leisure
- New regime/laws
- Creates new gender stereotype/social roles

Rhetoric

Figurative language

- Tropes: connotative language, connects ideas/things together, makes unfamiliar more familiar
 - Metaphors and simile (operational, ontological, structural, “like”)
 - Metonymy (effect for cause)
 - Synecdoche (part for whole)
 - Irony
 - Connotation (everything about the word other than dictionary definition)
 - Denotation (Actual meaning — dictionary)
- Persuasive discourse — rhetoric (Burke)
- Codes: how things are represented

Tropes become invisible in language, generate imagery without connotations

Figures of speech

- Metaphor:
 - Experiencing one kind of thing in terms of another (essence of metaphors)
 - Relate something hard to understand to something familiar (e.g.: song lyrics, poetry)
 - Non-verbal: painting, music, photographs
 - In film: symbolism, shot composition, thematic, title, relationship between shots
 - Orientational metaphors
 - Ontological metaphors (emotions and ideas — entities and substances)
 - Structural metaphors (structure on concept in terms of another. E.g.: time is money)
 - Varies culturally, but not arbitrary (anthropological interest)
 - Similar, not connected
- Metonymy:
 - Connection, contiguity
 - Evoke the whole of something by calling out a part of it
 - effect for cause
 - object for user (e.g.: “the crown”)
 - substance for form (e.g.: lead for bullet)
 - place for event (e.g.: Tchernobyl)
 - place for person (e.g.: Ottawa)
 - place for institution (e.g.: White House)
 - Institution for people (e.g.: the government)
 - producer for product (e.g.: Picasso)
 - Controller for controlled (e.g.: Obama sent missiles)
 - Can be visual, auditory, oral, etc.
 - Film: uses parts to create wholes (e.g.: close up to create emotion)
 - Advertising: cigarettes, alcohol, viagra, etc
 - More natural than metaphor?

- **Synecdoche:**
 - Part/whole metonymy (e.g.: new wheels)
 - Whole for parts (e.g.: won the game)
 - Species for genus (e.g.: bread for food)
 - Genus for species (e.g.: vehicle for car)
- **Irony:**
 - Intended meaning is the opposite of what is said
 - Most radical/complicated trope
 - Sarcasm is to irony as simile is to metaphor (very easy, includes clues that you are being ironic, obvious tells)
 - Doubly coded

Rhetorical Situation (Bitzer)

- Organizing principle: specific audience and a change to be addressed
- “Natural context of persons, events, objects, relations and an exigence (problem) which strongly invites utterance)
- Rhetoric: “mode of altering reality by the creation of discourse which changes reality through the mediation of thought and action. Always persuasive.”

Aristotle and Burke

Rhetoric is communication that attempts to coordinate social action. Its goal is to influence human choices on specific matters

Rhetoric Situation

- Conditions for rhetoric:
 - Response (always)
 - Speech is given rhetorical significance by a situation
 - Situation must exist before speech
 - Situations don't always lead to speech
 - Situation = rhetorical if it “needs and invites” discourse that participates in the situation and alters reality
 - “Rhetorical discourse” functions as a fitting response to situation
 - Situation “controls” the response
- Three constituents:
 - Exigence (need, problem, demand, etc. Needs to be modifiable, so not weather, illness, etc.)
 - Audience affected (and able to *be* affected)
 - Constraints (influence on speaker + audience)

Burke

- Persuades to action
- Persuades a change in attitude, value
- Sense of “about winning”
- Uses ideas and images catered to specific audiences
- Appeal to prejudice might be more efficient than appeal to reason
 - E.g.: conservative bills (“Zero Tolerance for Barbaric Cultural Practice Act”, “Protecting Children from Internet Predators Act”, “Fair Elections Act”, etc.)

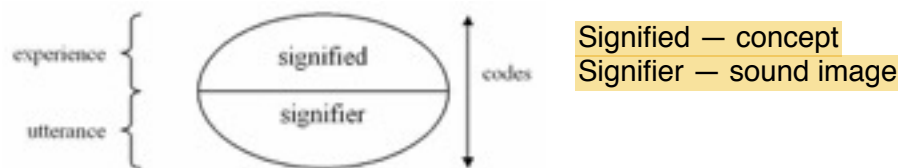
Semiotics

“The Sign”

- Something that stands for something else
- A implies B

Semiology

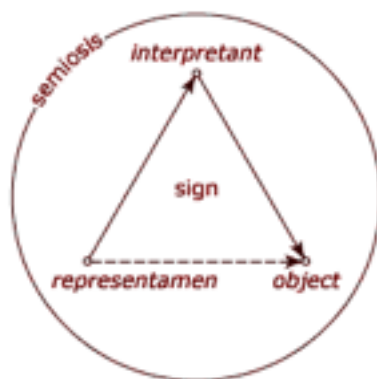
- About language
- Emerged in Switzerland (Ferdinand Saussure, 1857-1913)



- The relationship between A and B is arbitrary
 - No natural reason for this connection to happen

Semiotics

- Charles Sanders Peirce, US, 1839-1914



Representamen: “word vehicle”
 Interpretant: person receiving the sign
 Object: what is being conveyed, made reference to

- Three kinds of signs
 - Icon: resemblance/similarity (relationship between representamen and object)
 - Motivated (not arbitrary)
 - E.g.: cartoons, drawings, photographs
 - Index: contact, contiguity.
 - Points to something motivated
 - E.g.: bullet hole — index of gun
 - E.g.: Weather vane — index of the direction of the wind
 - Symbol: pieces of language about convention/habit
 - E.g.: words, language use, anything used socially
- Icon, index, and symbol are never pure. Signs are always a mix of the three

Syntagm

E.g.: The (dog/**cat**/hat/bat) (**lay**/slept/stood/rolled) (above/**on**/beside/below/in front) the (ground/carpet/shag/floor/**mat**)

Every word is drawing on a list of paradigms. When we speak, we choose words based on what they are and what they're not. It adds meaning to the chosen words.

- Syntagms: about presence
- Paradigms: about absence

Semiotics concepts

- Signifier
- Signified
- Sign
- Denotation
- Connotation
- Paradigm
- Syntagm
- Idiolect (personal lexicon)
- Lexicon
- Polysemy (many meanings)
- Code
- System

Linguistic messages/imagery

Barthes: why advertising?

- Message is frank, intentional, emphatic
- Panzani ad:
 - Linguistic message
 - Cluster of images (signifiers)
 - Signifiers imply freshness, still-life, etc.
- Three messages
 - Linguistic message — text
 - Coded iconic message — connoted image
 - Non-coded iconic message — denoted image

Linguistic Message

- Anchorage
 - All images are polysemous, imply a “floating chain” of signifieds
 - In this process, the textual information fixes the process of signification
 - Text > Image
 - Instructions on how to interpret the image
- Relay
 - Text and image stand in a complementary relationship
 - Text = Image
 - e.g.: film dialogue, comic books

Coded Iconic Message

- Visual connotations derived from the arrangement of photographed elements

Non-coded Iconic Message

- Photograph itself
- Denoted image naturalizes the symbolic message
- Can only be a photograph (drawing: connotated)

Rhetoric of the image

- Advertising is effective because the image engages with different potential lexicons
- The readings can vary with individuals, however, the variations in readings is not “anarchic”
- Lexicon: portion of language which corresponds to a “body of practices” (cooking, sports, art, etc.)
- Idiolect: plurality and co-existence of a lexicon in an individual
- Signifiers are connotative and this connotation is an aspect of ideology

“Walking in the City”

- Walking is different than looking from above
- Walking subverses the imposed order of the city
- Analogy for speech made by walking
 - Figures of speech: figures of walking
 - Rhetorical art

Rhetoric of Walking

- Speech Act Theory: A speech act is the performative function of language. (e.g.: promising, bequeathing, apologizing)
- Central analogy here is the relation between speech and walking
- Synecdoche (less in the place of more)
- Asyndeton (gaps, nothing in the place of something)
- Strategies: structured dynamics of power that are set out for us to follow (e.g.: sidewalks)
- Tactics: how users negotiate the strategies that are out into place. Temporary defeat of strategies. (E.g.: jaywalking)
- Cities:
 - rational systems of organization
 - these try to impose a “no-when” or erase a history of space and limit tactics of users
 - create identities for themselves as “subject” (E.g.; character of NYC, LA, etc.)

Communication as Culture

James Carey and Stuart Hall

Carey

- Communication brings a sense of community/belongingness (that sense is also needed for communication)
- Erasing/reducing space through communication media (i.e.: instantaneity of modern communication, telegraphs to internet)
- “What hath God Wrought?” — linked to Manifest Destiny

Transmission view of communication

- Imparting, sending, transmitting, giving information to others
- Transmission of signals/messages for the purpose of control
- Shannon/Weaver
- Desire to increase speed and effect of message
- Expansion through space in order to control

Ritual View

- Communion, community, sharing, participation, fellowship
- Maintenance of society in time, extension through space
- Representation of shared belief

Cultural Approach to Communication

- Transmission:
 - disseminating news, knowledge, faster all the time
 - wonders about effects: Reality? Attitudes? Authority?
 - questions about functions: about stability, integration of society
- Ritual:
 - Attending mass — particular view of the world is portrayed and confirmed
 - Dramatic action — portrayal of the contending forces in the world
 - Encounter the role of presentation and involvement in the structuring of the reader's life and time
 - Presentation of reality that gives life an overall form, order, and tone
- "Under a ritual view, news is not information but drama. It does not describe the world, but an arena of dramatic forces and actions"
- Ritual view emphasizes that reading a newspaper is an "activity"
 - Reality is not given, not humanly existent independent of language and towards which language stands a pale refraction. Reality is produced by communication, but the construction, apprehension, and utilization of symbolic forms
 - Communication gives form and meaning to events/reality
- Ritual view also has religious roots, but it emphasizes participation, association, and common faith
 - Not about controlling persons
 - "Intelligent information"

Carey — Topographic Move

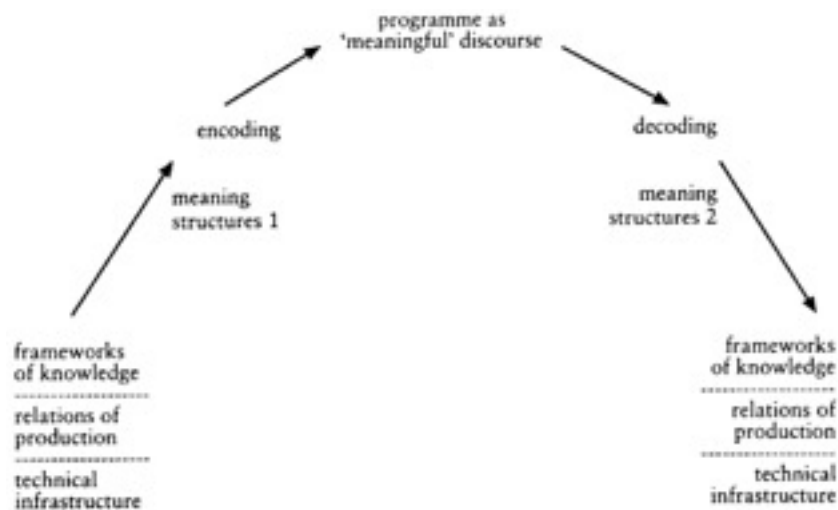
- Map: symbolic representation of a space, condensed reduction of complexity, tool, a sign, a system, a picture

Maps according to Carey

- Maps are produced to respond to a specific thing (CULTURAL DETERMINISM)
- For Carey, a map can be a number of different things, all of which a symbolic form:
 - Poem and song — both as mnemonic devices
 - Dance — body as performing space
 - Each form distinguished by displacement (absence) and productivity (something is made)
- "Maps not only constitute the activity known as mapmaking; they constitute nature itself"
- Our linguistic skills are productive, not just consummative

Carey and Thought

- Thought is social and public. It is so because it depends on a publicly available stock of symbols.
- To study communication is to examine the actual social processes wherein significant symbolic forms are created, apprehended, and used.
- Communication is a daily miracle
- This particular miracle we perform daily and hourly — the miracle of producing reality and then living within and under the fact of our own productions — rests upon a particular quality of symbols: their ability to be both representations 'of' and 'for' reality
 - E.g.: A map is a representation of a place and stands for reality (representation of Quebec highways, and stands for the Quebec highways)



Encoding/decoding, Stuart Hall

Discourse

- Constructs topic
- Not what is said, but how it comes to be possible to say it

- Rhetoric is made possible by discourse
- Points to the conditions that make it
- Possible to make certain kinds of arguments in a given moment and not possible to make others
- About authorizing the realm that is "sayable"
- Not about what was meant

To study discourse, we look for:

- Statements about a subject(s) that gives us knowledge
- Rules (codes) which govern what can/can't be said about a subject(s)
- Subject(s) personify a discourse
- How knowledge becomes truth
- Practices within institutions for dealing with subjects
- Acknowledgement that discourse will change over time

Panopticon (Panopticism)

- Surveillance through a regime of visibility
- The confessional and the management of sex
- Also a building (looks like the prison from Guardians of the Galaxy)
- Diagram of a mechanism of power reduced to its ideal form



Panopticon

Discipline

- As in sociology: requires knowledge with practices, rules, mechanisms of truth, regulatory move
- Disciplinary societies that practice self-surveillance
- Productive (produces a compliant subject) without using force, produces useful subjects
- Produces the “already-known” subject
- Unitary technique

Discourse on sex

- Produces rules of propriety; policing of statements; control over enunciation; where it is possible to talk and how
- Victorian era: prohibition of sex
- Produces a confessional discourse; but also regimes of “management” (in church, school, etc)
- 17th C.: changes in rules governing talk about sex
- Discursive explosion of sex, told in excruciating detail

Incitement to discourse

- In the Victorian period to the modern period: sex became not only about morality but to the state.

Ideology and Hegemony

Althusser

- Builds on the work of Lacan and Freud
- Understand the way ideology functions in society
- Ideology was believed to create what was termed “false consciousness” — false understanding of the way the world is supposed to function
 - E.g.: suppression of the fact that the products we purchase on the open market are the result of the exploitation of labourers
- Ideology represents the imaginary relationship of individuals to their real conditions of existence

Superstructure

- Everything is not directly related to production
 - media
 - religion
 - structure
 - politics
 - family
 - education
- Base
 - Relations of production
 - Proletariat, bourgeoisie, etc
 - Private property, capital, commodities, economy
 - Means of production
 - Machines
 - Factories
 - Land
 - Raw Materials
- Base shapes structures
- Superstructure maintains base

The Functioning of Power

- The State is a “machine” of repression
- Maintained by repressive structure
- Enables the ruling classes to ensure their domination over the working class
- Two forms
 - RSA (Repressive State Apparatus)
 - functions first by repression (violence) and then ideologically
 - Government, prisons, army, police, courts, etc.
 - Public domain
 - ISA (Ideological State Apparatus)
 - functions first by ideology then by repression
 - Church, education system, family, mass media, etc.
 - Private domain
- Education
 - Replaces the church in certain ways
 - training
 - conditions to listen to authority
 - school is key to reproduction of the relations of productions (Family does this as well)
 - teaches us to be good workers

“Riding in the Shadow of Death” Film

- Indoctrination
- Training for hatred/discrimination

Ideology

- World view
 - e.g.: “Western” ideology in general
- A specific set of political ideas
 - e.g.: Liberalism, socialism, etc
- Marxist ideas of the ruling class become the ideas we hold in our heads
- Form of false consciousness as opposed to a science or a form of knowledge that can break free
- Has a material existence
 - Always exists in an apparatus and its practices
 - Always manifests itself through actions
 - Inserted into practices
- Continually produces us as subjects
- All ideology hails or interpolates concrete individuals as concrete subjects
 - forms our very reality and this appears as “true” or “obvious”
- Interpolated
- Ideology never says it is ideological
- Individuals are already subjects
 - How you were raised
 - Your gender and name
 - Race
 - Everything that was there laying in wait
- Most subjects accept this as reality or nature
- Back to panopticon — designed to function without actual and ongoing repression
- Not about for, but by agreeing to behave in such and such a way

Lacanian Model

- Real: falls outside the capacity of thought and language
- Imaginary: not fictional, mirror stage, misinterpretation
- Symbolic: language waiting before you get there

Gender and Ideology (Teresa de Lauretis)

- Cinema
- Reproduced in University as well
 - bathrooms
 - forums/forms to self identify
 - different programs (e.g.: men in engineering, women in nursing)
 - Women Studies courses
 - sports teams (attention and funding, splitting)
 - clothing stores
 - readings written by women in course pack
- Names are arbitrary in terms of which gender it is associated with
- Power can be positive, but also very oppressive
- Social constructions that don't have context with gender
 - E.g.: different areas of job interest — nursing is feminine, engineering is masculine
 - women are the helpers, the muses to the men doing the “work”
- Difference between sex and gender

- 4 main categories:
 - Gender as representation
 - Representation of gender is its own construct
 - process and outcome at the same time
 - Construction of gender continues to be strong today
 - Construction affected by its deconstruction
 - only discourse
- Women are portrayed as not being men rather than being women

Key Concepts and Definitions

Anchorage (*THIS IS THE TEACHER'S EXAMPLE FOR A COMPLETE ANSWER*):

“Anchorage” is a term coined by Roland Barthes in his essay “Rhetoric of the Image.” It is one of two terms he deploys to describe the possible relations between text and image — in this case an advertising image. The other term is relay. Anchorage describes the way that captions, and other texts, when coupled with a photographic image, anchor, or arrest the polysemic tendencies of the photograph. In other words, without anchorage, photographic images are very much susceptible to multiple interpretations (i.e.: connotations). With anchorage, the image is stabilized into a single (or narrower) range of meaning. E.g.: Coke nativity commercial

Aura:

- Walter Benjamin in “The Work of Art in the Age of its Technological Reproducibility”
- The cult value of the work of art
- The uniqueness of the work of art relating to its when and where
- Characteristic of the work of art to represent and embody a specific moment, emotion, and space
- E.g.: prehistoric art in closed off caves — represent time/space/way of living, Mona Lisa — loses aura due to high reproducibility, etc.

Bridge and chasm:

- John Durham Peters in “Introduction: The Problem of Communication”
- Dualism of communication
- Solipsism (chasm) vs. telepathy (bridge)

Canalization:

- Paul F. Lazarsfeld and Robert K. Merton in “Mass Communication, Popular Taste and Organized Social Action”
- Works with **monopolization** and **supplementation**
- Advertisement
- Canalization of preexisting behaviour patterns and attitudes — using what is already there and canalizing it in one way or another
- E.g.: People are already brushing their teeth, but advertising leads them towards a certain brand of tooth paste
- Mass propaganda — reshape instead of canalize

Connotation:

- Stuart Hall in “Encoding-Decoding”
- The connoted message describes everything that is meant, but not said
- E.g.: underlying political interest or message of a TV station
- Roland Barthes in “The Rhetoric of the Image”
- Based on figurative language/tropes
- E.g.: metaphors, irony, synecdoche, etc

Cult Value:

- Walter Benjamin in “The Work of Art in the Age of its Technological Reproducibility”
- Artistic pole (vs. **exhibition value**)
- Tends to keep the artwork out of sight
- Based in ritual and magic
- E.g.: Certain statues of gods are accessible only to the priest in the cella, certain sculptures on medieval cathedrals are not visible to the viewer at ground level, etc

Culture:

- The manifestation of human intellectual achievement regarded collectively. By Ien Ang and Alhassan p. 14
- The characteristics and knowledge of a particular group of people, defined by everything from language, religion, cuisine, social habits, music and arts

Cybernetics:

- Norbert Wiener in “Men, Machines and the World About”
- Includes feedback, input, output
- Sought to create an overarching study of communication and control in the animal and machine
- E.g.: anti-aircraft gun — needed to be an isolated instrument (without human touch) in order to be efficient

Denotation:

- Stuart Hall in “Encoding-Decoding”
- The apparent message, the images and text used during broadcast
- Roland Barthes in “The Rhetoric of the Image”
- Literal sense of the word
- Opposite of **connotation**

Discipline:

- Michel Foucault in “Panopticism”
- Exerts a moral influence over behaviour, treats actions in terms of their results
- Functions as techniques for making useful individuals
- A type of power, a modality for its exercise, comprising a whole set of instruments, techniques, procedures, levels of application, targets, etc
- E.g.: Police force, Panopticon, government, army, etc

Discourse:

- Written or spoken communication or debate
- Foucault in “The Incitement to Discourse”
- Discourse of sex in the field of exercise of power itself

- Hall in “Encoding-Decoding”
- Discourse of TV and its connoted meanings

Dominant-Hegemonic Position:

- Stuart Hall in “Encoding-Decoding”
- Ideal-typical case of “perfectly transparent communication”
- Viewer takes the connoted meaning and decodes the message in terms of the reference code

Encoder-Decoder:

- Stuart Hall in “Encoding-Decoding”
- Communicative process
- Determinate moments within Hall’s proposed structure
 - Encoder — structure employs a code and yields a message to create meaningful discourse (e.g.: TV broadcast relating event in an understandable and relatable way)
 - Decoder — structure issues into the structure of social practices by being understood by decoders (e.g.: audience understanding event/message)
- Encoding = to convert a message into a code.
- Decoding = to convert a message (that has a code) into ordinary language.

Ethnoscapas:

- Arjun Appadurai in “Disjuncture and Difference in the Global Cultural Economy”
- Landscape of persons who constitute the shifting world in which we live
- E.g.: tourists, immigrants, refugees, exiles, guest workers, etc

Exhibition Value:

- Walter Benjamin in “The Work of Art in the Age of its Technological Reproducibility”
- Artistic pole (vs. **cult value**)
- Technological reproductions have shifted the balance between the two poles
- Quantitative vs. Qualitative
- E.g.: photography — possibility of reproduction due to negatives/digitalization (the art isn’t the print itself but the image, so it can be reproduced and shown in many places at once)

Exigence, Audience, Constraint:

- Lloyd Bitzer in “The Rhetorical Situation”
- The 3 constituents of any rhetorical situation
- Exigence: imperfection marked by urgency — defect, obstacle, something waiting to be done, a thing which is other than it should be (e.g.: air pollution)
- Audience: consists only of those persons who are capable of being influenced by discourse and of being mediators of change (E.g.: scientific audience, poetic audience, etc.)
- Constraint: persons, events, objects, and relations which are parts of the situation because they have the power to constrain decisions and action needed to modify the exigence (e.g.: beliefs, attitudes, documents, facts, traditions, images, interests, motives, etc.)

Feedback:

- Norbert Wiener in “Men, Machines and the World About”
- Feedback: ability to think about all intelligent behaviour interacting according to feedback (human, animal, machine)
- Positive feedback: end result reinforces the initial state (+,+,+,+,+,+ ...)
 - Divergent behaviours

- E.g.: Climate warms — buy/use AC — more energy + CO2 emissions — climate warms
- E.g.: Crowds (attract more people, more ideas, more chaos)
- Negative feedback: 2 variables that are controlling each other (+,-,+,-,+,-,+,-,+ ...)
- Adaptive/goal seeking behaviours
- E.g.: Lotka-Volterra model of predator/prey relationships through time

Finanscapes:

- Arjun Appadurai in “Disjuncture and Difference in the Global Cultural Economy”
- Disposition of global capital which is now a more mysterious, rapid and difficult landscape to follow than ever before, as currency markets, national stock exchanges, and commodity speculations move mega-mones through national turnstiles at blinding speed, with vast absolute implications for small differences in percentage points and time units

Global Cultural Flows:

- Arjun Appadurai in “Disjuncture and Difference in the Global Cultural Economy”
- New global cultural economy
- 5 dimensions (“scapes”)
- Complex, overlapping, disjunctive order
- Deterritorialization

Hegemony:

- The geopolitical method of indirect imperial dominance, with which the hegemon (leader state) rules subordinate states, by the threat of intervention, an implied means of power, rather than by direct military force, that is, invasion, occupation, and annexation).

Homeostasis:

- Norbert Wiener in “Men, Machines and the World About”
- Mechanisms like thermostats
- Keeps certain bodily conditions within a narrow range (e.g.: temperature — medulla, breathing, urea concentration — apparatus of the kidney, etc.)

Icon/Index/Symbol:

- Roland Barthes in “The Rhetoric of the Image”
- Charles Sanders Peirce, US, 1839-1914 — Semiotics
 - Icon: resemblance/similarity (relationship between representamen and object)
 - Motivated (not arbitrary)
 - E.g.: cartoons, drawings, photographs
 - Index: contact, contiguity.
 - Points to something motivated
 - E.g.: bullet hole — index of gun
 - E.g.: Weather vane — index of the direction of the wind
 - Symbol: pieces of language about convention/habit
 - E.g.: words, language use, anything used socially

Ideological State Apparatus (ISA):

- Louis Althusser in “Ideology and Ideological State Apparatuses”
- Private domain (unlike **Repressive State Apparatuses**)
- Reinforce the rule of the dominant class primarily through ideology (people submit out of the fear of public ridicule)

Ideology:

- Louis Althusser in “Ideology and Ideological State Apparatuses”
- An ideology is a set of opinions or beliefs of a group or an individual. Very often ideology refers to a set of political beliefs or a set of ideas that characterize a particular culture. Capitalism, communism, socialism, and Marxism are ideologies.

Ideoscapes:

- Arjun Appadurai in “Disjuncture and Difference in the Global Cultural Economy”
- The concatenations of images, but they are often directly political and frequently have to do with the ideologies of states and the counter-ideologies of movements explicitly oriented to capturing state power or a piece of it

Idiolect:

- Roland Barthes in “The Rhetoric of the Image”
- Lexicon
- In linguistics, an idiolect is an individual's distinctive and unique use of language, including speech. This unique usage encompasses vocabulary, grammar, and pronunciation. Idiolect is the variety of language unique to an individual.

Information Theory:

- Shannon and Weaver in “The Mathematical Theory of Communication”
- Quantification of information
- Entropy vs. redundancy

Interpellation:

- Althusser in “Ideology and Ideological State Apparatuses”
- Philosophy (of an ideology/discourse) bring into being or give identity to (an individual or category)

Lexicon:

- Roland Barthes in “The Rhetoric of the Image”
- A portion of the symbolic plane (of language) which corresponds to a body of practices and techniques
- Plurality and co-existence of lexicons in one and the same person, the number and identity of these lexicons forming in some sort a person's idiolect

Mechanical Reproduction:

- Walter Benjamin in “The Work of Art in the Age of its Technological Reproducibility
- The technologies allowing for reproducibility
- E.g.: photography, lithography, woodcut, movable type, etc.

Media as Extension:

- The Walter Benjamin and the Marshall McLuhan texts
- Medium theory suggests that the key function of media technologies is to mediate reality, and thus alters our perceptions of the world around us. Four senses of the term.

Media Effects:

- Refers to the theories about ways in which mass media and media culture affect how their audiences think and behave

Mediascapes:

- Arjun Appadurai in “Disjuncture and Difference in the Global Cultural Economy
- Both the distribution of the electronic capabilities to produce and disseminate information (newspapers, magazines, television stations, film production studios, etc.), and to the images of the world created by these media

Medium is the Message:

- Marshall McLuhan in “The Medium is the Message”
- See pages 10 and 29

Medium Theory:

- Marshall McLuhan in “The Medium is the Message”
- Suggests that the key function of media technologies is to mediate reality, and thus alters our perceptions of the world around us

Message Without a Code:

- Roland Barthes in “The Rhetoric of the Image”
- The denoted image
- Transmits the literal information without forming it by means of discontinuous signs and rules of transformation
- Cannot be a drawing
- The relationship of signified to signifiers is not one of ‘transformation’ but of ‘recording’
- E.g.: the advertising image itself of the Panzani ad

Monopolization:

- Lazarsfeld and Merton in “Mass Communication, Popular Taste and Organized Social Action”
- Works with **canalization** and **supplementation**
- In order for propaganda to be effective, it must obtain monopolization, when there is little or no opposition in the mass media to the diffusion of values, policies, or public images.
- Monopolization of the mass media occurs in the absence of counter-propaganda
- E.g.: Nazi techniques used to maintain their control of the German people

Narcotizing Dysfunction:

- Lazarsfeld and Merton in “Mass Communication, Popular Taste and Organized Social Action”
- Exposure to the ever increasing flow of information in modern communications may serve to narcotize rather than to energize the average reader or listener
- Increased need of time is devoted to reading and listening, decreased share is available for organized action
- People know what is happening, but their desire for more knowledge takes so much time that none of it is left to fight the problematic they are learning about

Negotiated Position:

- Stuart Hall in “Encoding-Decoding”
- Contains a mixture of adaptive and oppositional elements: it acknowledges the legitimacy of the hegemonic definitions to make the grand significations (abstract), while, at a more restricted, situational (situated) level, it makes its own ground rules — it operates with exceptions to the rule

- Operate through what we might call particular or situated logics: and these logics are sustained by their differential and unequal relation to the discourses and logics of power

Network Society:

- Manuel Castells in “Why Networks Matter”
- Networks powered by microelectronics and software-based information and communication technologies
- Expands on a global scale
- Outcompete all other forms of organizations (especially bureaucracy)
- Response to the management crisis suffered by nation states in a supranational world
- Reconstruction of civil society through networks
- Transformation of sociability
- Communication of social practices, global and local, in the media space
- Power continues to be the fundamental structuring force of its shape and direction

Noise:

- Shannon and Weaver in “The Mathematical Theory of Communication”
- An element in communication process that prevents perfect transmission of the message

Oppositional Position:

- Stuart Hall in “Encoding-Decoding”
- Perfect understanding of both the literal and the connotative inflection given by a discourse, but a decoding of the message in a globally contrary way
- Detotalization of the message in the preferred code in order to retotalize the message within some alternative framework of reference
- E.g.: *The Colbert Report*

Panopticon:

- Michel Foucault in “Panopticism”
- Type of structure meant for perfect surveillance and control
- E.g.: the prison in *Guardians of the Galaxy*
- See p. 17-18

Paradigmatic:

- Of or denoting the relationship between a set of linguistic items that form mutually exclusive choices in particular syntactic roles.
- See p. 14

Perfect Communication, Dream Of:

- John Durham Peters in “Introduction: The Problem of Communication”
- Telepathy
- Melding of souls

Phatic Communications:

- Exchange of words without meaning
- Speech act
- E.g.: “how are you?”

Polysemy:

- Roland Barthes in “The Rhetoric of the Image”
- Implied floating chain of signifieds
- Multiple possibilities of meanings
- Capacity for a sign (such as a word, phrase, or symbol) to have multiple meanings, usually related by contiguity of meaning within a semantic field.

Preferred Reading:

- Roland Barthes in “The Rhetoric of the Image”
- Using anchoring text in order to provide the preferred reading of an image to the reader

Process Model:

- Shannon and Weaver
- Model of communication
- See p. 4

Propaganda:

- Propaganda is the organized dissemination of information to influence thoughts, beliefs, feelings, and actions.

Public Sphere:

- Jürgen Habermas in “The Public Sphere”
- Domain of our social life in which such a thing as public opinion can be formed
- Open to all citizen
- Portion of public sphere is constituted in every conversation in which private persons come together to form a public
- Citizens act as a public when they deal with matters of general interest without being subject to coercion
 - Assemble and unite freely
 - Express and publicize their opinions freely
- Dissemination and influence (newspapers, periodicals, radio, television)

Public(s):

- Habermas in “The Public Sphere”
- Concerning the people as a whole
- Types of publics
 - p. 8

Redundancy:

- Information theory
- Opposite of entropy
- Shannon and Weaver
- Repetition of the message to increase possibility of understand
- Less information

Relay:

- Roland Barthes in “Rhetoric of the Image”
- Coined with **anchorage**
- Text and image stand in a complementary relationship

- Fragments of a more general syntagm and the unity of the message is realized at a higher level
- Seen mostly in film — dialogue functions not simply as elucidation but really does advance the action by setting out, in the sequence of messages, meanings that are not to be found in the image itself
- Also seen in comic strips

Repressive State Apparatus (RSA):

- Louis Althusser in “Ideology and Ideological State Apparatuses”
- Opposes ISA
- Belongs to the public domain
- Controlled by the ruling class
- Functions as a unified entity (Systems of laws and courts, incarceration, police force, military intervention, etc.)
- Functions predominantly by means of repression and violence and secondarily by ideology

Rhetorical Situation:

- Lloyd Bitzer in “The Rhetorical Situation”
- p. 12 and p. 33

Ritual Model/Value:

- James Carey in “A Cultural Approach to Communication”
- Based in the sacred ceremony that draws persons together in fellowship and commonality
- Explicit religious roots
- Projection of community ideals and their embodiment in material form
 - Dance
 - Plays
 - Architecture
 - News stories
 - Strings of speech
- Operates to provide not information but confirmation, not to alter attitudes or change minds but to represent an underlying order of things, not to perform functions but to manifest an ongoing and fragile social process

Semiotics (Sign, Signifier, Signified):

- Study of meaning-making
- Charles Sanders Peirce
- see p. 13

Speech Act:

- Michel de Certeau in “Walking in the City”
- Theory
- Performative functions of language

State:

- Louis Althusser in “Ideology and Ideological State Apparatuses”
- Organized political community living under a single system of government

Status Conferral Function:

- Lazarsfeld and Merton in “Mass Communication, Popular Taste and Organized Social Action”
- Mass media bestow prestige and enhance the authority of individuals and groups by legitimizing their status
- Legitimizes selected policies, persons, and groups which receive the support of mass media

Strategies and Tactics:

- Michel de Certeau in “Walking in the City”
- Strategies: structured dynamics of power that are set out for us to follow (e.g.: sidewalks)
- Tactics: how users negotiate the strategies that are out into place. Temporary defeat of strategies. (E.g.: jaywalking)

Subaltern Counter-public:

- Nancy Fraser in “Rethinking the Public Sphere”
- Public spheres created by marginalized groups of a society
- Parallel discursive arenas where members of subordinated social groups invent and circulate counter-discourses to formulate oppositional interpretations of their identities, interests, and needs

Supplementation:

- Lazarsfeld and Merton in “Mass Communication, Popular Taste and Organized Social Action”
- Function with **canalization** and **monopolization**
- Mass propaganda which is neither monopolistic nor canalizing in character may, nonetheless, prove effective if it meets a third condition — supplementation through face-to-face contacts
- Local organization, media distribution, etc
- Local organizers ensure an audience for the national speaker and the national speaker validates the status of the local organizers

Surveillance:

- Michel Foucault in “Panopticism”
- Society is always being observed/monitored

Synecdoche:

- Trope
- Figure of speech
- Rhetoric
- See p. 12

Syntagmatic:

- Relates to **semiotics**
- Structure opposite paradigmatic analysis

Technological Determinism:

- Mode of analysis for various technologies
- Counters **cultural determinism**
- Reductionist theory that presumes that a society's technology drives the development of its social structure and cultural values.
- The term is believed to have been coined by Thorstein Veblen (1857–1929)

Technologies of Gender:

- Teresa de Lauretis in “Technologies of Gender”
- The sexualization of the female body as discourse in medical science, religion, art, literature, popular culture, etc
- See p. 20

Technology:

- Collection of techniques, skills, methods and processes used in the production of goods or services or in the accomplishment of objectives, such as scientific investigation.

Technoscapes:

- Arjun Appadurai in “Disjuncture and Difference in the Global Cultural Economy”
- Global configuration of technology, and of the fact that technology, both high and low, both mechanical and informational, now moves at high speeds across various kinds of previously impervious boundaries

Theory:

- A supposition or a system of ideas intended to explain something, especially one based on general principles independent of the thing to be explained.

Transmission Model:

- James Carey in “A Cultural Approach to Communication”
- Formed from a metaphor of geography or transportation
- A process whereby messages are transmitted and distributed in space for the control of distance and people
- E.g.: Telegraph

Trope:

- Figure of speech in rhetoric
- Metaphors
- Synecdoches
- Metonymy
- Irony

Readings and Authors**INTRODUCING COMMUNICATION**

John Durham Peters (USA, University of Iowa, 1958-): “Introduction: The Problem of Communication” in *Speaking into the Air*, Chicago, 1999

- “Trace the sources of modern ideas of communication and understand why the modern experience of communication is so often marked by felt impasses.”
- Communication — utopia where nothing is misunderstanding (communion of souls)
- Bridge and chasm
- Project of reconciling self and other
- Failure of communication

- Constructivism (“the present becomes intelligible as it is aligned with a past moment with which it has a secret affinity. The past lives selectively in the present. History works not in a solely linear way but by being arranged into various constellations”)
- Solipsism vs. telepathy (perfect isolation vs. perfect openness)

Lisa Gitelman (USA, Media Historian at NYU): “Introduction: Media as Historical Subjects” in *Always Already New: Media, History, and the Data of Culture*, Cambridge, 2006

- All media were once new
- Pluralized (Media) vs. Singular (Medium)
- Importance of the old vs. new

EMPIRICISM, INFORMATION THEORY & CYBERNETICS

Claude Shannon (USA, mathematician, electronic engineer, cryptographer, 1916-2001) and Warren Weaver (USA, scientist, mathematician, science administrator, 1894-1978): *The Mathematical Theory of Communication*, Illinois, 1964

- Process model
- Transmission of signals and messages over distance for purpose of control
- 3 levels of technical problems (see p. 4)
- PCM and PPM (p.4)
- Logarithmic measure
- Model (p. 2)
- Failure

Norbert Wiener (USA, mathematician, philosopher, MIT, 1894-1964): “Men, Machines and the World About” in *The New Media Reader* (Journal), Cambridge, 2003

- Cybernetics
- Control mechanisms, feedback and homeostasis
- Transmission of signals and messages over distance for purpose of control
- Output, feedback, adjustment
- Problem with the human and mechanical elements joined together
- Negative/positive feedback
- Examples of war effort, diseases, thermostats, etc.

MEDIA EFFECTS AND MASS COMMUNICATION

Wilbur Schramm (USA, scholar, 1907-1987): “How Communication Works” in *The Process and Effects of Mass Communication*, Illinois, 1954

- Social understanding of limited effects
- Transmission of signals and messages over distance for purpose of control
- Commonness (trying to share information/idea/attitude)
- 3 elements of communication — source, message, destination
- Source codes message, destination decodes it
- Such a system can be no stronger than its weakest link
- Maximum capacity for handling information that depends on the separate capacities of each unit on the chain

- Language redundancy
- Fields of experience influence both source and destination
- Feedback — return process in dialogue
- Communication effects (p. 7)

Paul F. Lazarsfeld (Austrian, operated mostly in USA, empirical sociologist, 1901-1976) and Robert K. Merton (USA, sociologist, Columbia U, 1910-2003): “Mass Communication, Popular Taste and Organized Social Action” in *Mass Communication*, Illinois, 1969

- Social understanding of limited effects
- Change in accord with the altering demands of society and economy
- Mass media — powerful instrument of both good and evil
- Techniques for manipulating mass publics through propaganda
- Mass media’s effect on popular culture and aesthetic tastes
- Audience scales
- Social functions of the mass media:
 - The Status Conferral Function — legitimization of status of public issues, persons, organizations, and social movements
 - The Enforcement of Social Norms — publicity closes the gap between “private attitudes” and “public morality”, public exposure of deviant behaviours, institutionalized through press, radio, journals, tv
 - The Narcotizing Dysfunction — increase in the time needed for reading and listening, decrease in time dedicated to organized action, individuals know about issues, but don’t act on them
- Social conformism
- Impact upon popular taste
- Propaganda for social objectives
- Monopolization of the mass media
- Canalization of preexisting behaviour patterns or attitudes
- Supplementation through face-to-face contact

MASS SOCIETIES, PUBLIC DIALOGUE

Jürgen Habermas (German, sociologist, philosopher, 1929-): “The Public Sphere” in *Jürgen Habermas on Society and Politics: A Reader*, Boston, 1989

- Masses/publics
- Publics and counter-publics
- Public sphere:
 - domain of our social life in which such a thing as public opinion can be formed
 - opened in principle to all citizens
 - freedom to assemble and unite
- Bourgeois public sphere — see p. 8
- Public sphere in mass welfare-state — see p.8

Nancy Fraser (USA, critical theorist, 1947-): “Rethinking the Public Sphere: A Contribution to the Critique of Actually Existing Democracy” in *The Phantom Public Sphere*, Minneapolis, 1993

- Publics and counter-publics
- Theorizing the limits of democracy in late capitalist societies
- Conception of the public sphere that is sufficiently distinct from the bourgeois conception to serve the needs of critical theory today
- See page 8 for more

C. Wright Mills (USA, sociologist, Columbia U, 1916-1962): “The Mass Society” in *The Power Elite*, Oxford, 1962

- Masses/publics
- Most important feature of the public of opinion: free ebb and flow of discussion
- Parallel between economic idea of the market of the free economy and the 18th C. idea of the public of public opinion
- Public is organized into associations and parties
- Autonomy of discussion
- Assumed in the democratic society of publics (all challenged) — articulate optimism of the 19th C.:
 - Individual conscience — ultimate seat of judgement
 - Natural and peaceful harmony of interests among individuals
 - Rational discussion would occur before public action
 - After determining what is true and right and just, the public would act accordingly
- 4 dimensions of difference between public and mass:
 - Ratio of the givers of opinion to the receivers
 - Possibility of answering back an opinion without internal or external reprisals being taken
 - Relation of the formation of opinion to its realization in social action
 - Degree to which institutional authority penetrates the public

MEDIA AS EXTENSION

Walter Benjamin (German, philosopher, cultural critic, 1892-1940): “The Work of Art in the Age of its Technological Reproducibility” in *The Work of Art in the Age of its Technological Reproducibility and other Writings on Media*, Cambridge, 2008

- Changes in perception
- Aura
- Reproducibility of the work of art
- Authenticity
- Just as the entire mode of existence of human collectives changes over long historical periods, so too does their mode of perception

- The desire of the present-day masses to “get closer” to things, and their equally passionate concern for overcoming each thing’s uniqueness
- The uniqueness of the work of art is identical to its embeddedness in the context of tradition
- Cult value vs. exhibition value — with the emancipation of specific artistic practices for the service of ritual, the opportunities for exhibiting their products increase

Marshall McLuhan (Canadian, philosopher, 1911-1980): “The Medium is the Message” in *Understanding Media*, Toronto, 1964

- The electric light is pure information (medium without message)
- The content of writing is speech, just as the written work is the content of print, and print is the content of the telegraph
- Changes in perception
- See page 10

RHETORIC

Kenneth Burke (USA, literary theorist, 1897-1993): “Traditional Principles of Rhetoric” in *A Rhetoric of Motives*, Berkeley (California), 1969

- Eloquence, persuasion
- Persuasion involves choice, will; it is directed to a man only insofar as he is free
- Rhetoric seeks rather to have a formative effect upon attitude
- See pages 11-12 for tropes

Lloyd Bitzer (USA, rhetorician, 1931-): “The Rhetorical Situation” in *Philosophy and Rhetoric* 1:1, 1968

- No utterance is fully intelligible unless meaning-context and utterance are understood
- A work of rhetoric is pragmatic; it comes into existence for the sake of something beyond itself; it functions ultimately to produce action or change in the world; it performs some task (mode of altering reality by the creation of discourse which changes reality through the mediation of thought and action)
- “Rhetorical situation may be defined as a complex of persons, events, objects, and relations presenting an actual or potential exigence which can be completely or partially removed if discourse can so constrain human decision or action as to bring about the significant modification of the exigence” (p. 6 of text)
- Characteristics: p.12

SEMIOTICS

Roland Barthes (French, literary theorist, philosopher, linguist, critic, semiotician, 1915-1980): “The Rhetoric of the Image” in *Image — Music — Text*, Glasgow, 1977

- Signs and signification
- Three messages:
 - Linguistic
 - Anchorage and relay
 - Polysemous images (multiple choices of signifieds because of unclear signifiers)
 - Fixes the floating chain of signifieds to counter the terror of uncertain signs in polysemic images

- Text replies to “what is it?”
- Denoted image:
 - Literal message
 - Does not imply any code
- Rhetoric image:
 - Symbolic, connoted
 - Carries aesthetic signified
 - Variations in readings of signs dependent on practical, national, cultural, aesthetic differences (and various lexicons)
- p.14-15

Michel de Certeau (French, jesuit, scholar in history, psychoanalysis, philosophy, and social sciences, 1925-1986): “Walking in the City” in *The Cultural Studies Reader*, London, 1993

- Strategies and tactics
- Operational concept of the city
 - Production of its own space — rational organization must repress all the physical, mental and political pollutions that would compromise it
 - Substitution of a no-when, or of a synchronic system to counter indeterminable and stubborn resistance of traditions
 - Strategies must replace the tactics of users who take advantage of ‘opportunities’
 - Creation of a universal and anonymous subject which is the city itself
- p. 15

COMMUNICATION AS CULTURE

James Carey (USA, communication theorist, media critic, journalism instructor, 1934-2006): “A Cultural Approach to Communication” in *Communication as Culture*, Boston, 1989

- (Re)produce culture
- Cultural rituals
- Transmission of signals and messages over distance for purpose of control
- Transmission view
 - Shannon and Weaver-type
 - Process
 - Transportation
- Ritual view
 - Sharing, participation, association, fellowship, possession of a common faith
 - News is not information but drama
 - Does not exclude the processes of information transmission or attitude change
- Communication is a symbolic process whereby reality is produced, maintained, repaired, and transformed
- Art can wrench ordinary phenomena out of the backdrop of existence and force them into the foreground of consideration — Social sciences can take the most obvious yet background facts of social life and force them into the foreground of wonderment

- Language stands to reality as secondary stands to primary — reality is brought into existence, is produced, by language and communication (by the construction, apprehension, and utilization of symbolic forms)

Stuart Hall (Jamaican, worked in UK, cultural theorist, sociologist, 1932-2014): “Encoding-Decoding” in *Culture, Media, Language*, London, 1980

- (Re)produce culture
- Ideologies
- Discourse
- Television communicative process/discourse
 - Production constructs the message
 - Framed throughout by meanings and ideas
 - Defined by technical skills, professional ideologies, institutional knowledge, definitions and assumptions, assumptions about the audience, etc.
 - Not a closed system (draws topics, treatments, agendas, events, personnel, images of the audience, ‘definitions of the situation’, etc., from other sources)
 - Must yield encoded messages in the form of a meaningful discourse
 - to have an effect, influence, entertain, instruct, persuade
 - 2 types of discourse: visual and aural
- Denotative code vs. connotative code
- Encoding — constructs limits and parameters within which decoding will operate
- Hegemonic viewpoint
 - defines within its terms the mental horizon, the universe, of possible meanings, of a whole sector of relations in a society or culture
 - carries the stamp of legitimacy — appears coterminous with what is ‘natural’, ‘inevitable’, ‘taken for granted’ about the social order
- 3 hypothetical positions
 - Dominant-hegemonic: the viewer takes the connoted meaning and decodes the message in terms of the reference code in which it has been encoded
 - Negotiated: acknowledges the legitimacy of the hegemonic definitions to make the grand significations (abstract), while at a more restricted (situated) level, it makes its own ground rules — it operates with exceptions to the rule
 - Oppositional: understands both the literal and the connotative inflection given by a discourse, yet detotalizes the message in the preferred code in order to retotalize the message within some alternative framework of reference

DISCOURSE

Michel Foucault (French, philosopher, historian of ideas, social theorist, philologist, literary critic, 1926-1984): “Panopticism” in *Discipline and Punish: the Birth of the Prison*, New York, 1979

- Application of power
- Strict spacial partitioning
- All the authorities exercising individual control function according to a double mode
 - binary division and branding (mad/sane; dangerous/harmless; normal/abnormal)

- coercive assignment, differential distribution (who he is; where he must be; how he is to be characterized; how he is to be recognized; how a constant surveillance is to be exercised over him in an individual way, etc)
- Panopticon (Bentham):
 - Architectural figure for prisons
 - Major effect — to induce in the inmate a state of conscious and permanent visibility that assures the automatic functioning of power
 - Power should be visible and unverifiable
 - Automates and disindividualizes power
 - Could be used as a machine to carry out experiments, to alter behaviours, to train and correct individuals
 - Provides an apparatus for supervising its own mechanisms
 - Diagram of a mechanism of power reduced to its ideal form

Foucault “The Incitement to Discourse” in *History of Sexuality, Vol. 1*, New York, 1978

- Discourse
- Multiplication of discourses concerning sex in the field of exercise of power itself
- Sex provokes a kind of generalized discursive erethism
- p. 18

IDEOLOGY AND HEGEMONY

Louis Althusser (French, Marxist philosopher, 1918-1990): “Ideology and Ideological State Apparatuses” in *Lenin and Philosophy*, London, 1971

- Ideologies
- The ultimate condition of production is the reproduction of the conditions of production
 - Reproduction of the means of production
 - Reproduction of labour-power
- Infrastructure and superstructure
 - Infra — economic base, the ‘unity’ of the productive forces and the relations of production
 - Super — politico-legal and ideology
- The State (Marxist theory)
 - State apparatus — not only the specialized apparatus (like police, courts, prisons) but also the army, head of State, the government and administration
 - State power

- Ideological State Apparatuses (ISA)
 - religious ISA (the system of the different Churches)
 - educational ISA (the system of the different public and private ‘schools’)
 - family ISA (reproduction of labour power)
 - legal ISA (belongs to both the Repressive State Apparatus and to the system of ISAs)
 - political ISA (the political system, including the different parties)
 - trade-union ISA
 - communications ISA (press, radio, television)

- cultural ISA (Literature, the Arts, sports, etc)

Teresa de Lauretis (Italian, author, 1938-): “Technologies of Gender” in *Technologies of Gender*, Bloomington, 1987

- 4 propositions
 - Gender is (a) representation
 - The representation of gender is its construction
 - The construction of gender goes on as busily today as it did in earlier times (e.g.: Victorian era)
 - Paradoxically, therefore, the construction of gender is also effected by its deconstruction
- Based on Althusser’s ideas: gender has the function of constituting concrete individuals as men and women
- Foucault — technology of sex (a set of techniques for maximizing life)
- Cinematic apparatus — technology of gender
- see p. 20-21

GLOBALIZATION AND NETWORK SOCIETY

Manuel Castells (Spanish, sociologist, 1942-): “Why Networks Matter” in *Network Logic: Who Governs in an Interconnected World?*, London, 2004

- Networks appear to be the organizing form of life
- The network society expands on a global scale
 - Structural basis for globalization
- Networked organizations outcompete all other forms of organization, particularly the vertical, rigid, command-and-control bureaucracies
- The networking of political institutions is the de facto response to the management crisis suffered by nation states in a supranational world
- Civil society is reconstructed at the local and global level through networks of activists, often organized and debated over the internet, which form and reconfigure depending on issues, on events, on moods, on cultures
- Sociability is transformed in the new historical context, with networked individualism emerging as the synthesis between the affirmation of an individual-centred culture, and the need and desire for sharing and co-experiencing
- The whole range of social practices, both global and local, communicates in the media space
- Power continues to be the fundamental structuring force of its shape and direction
- Switchers: mechanisms connecting or disconnecting networks
- Elites change with each reconfiguration of networks

Arjun Appadurai (India, social-cultural anthropologist, theorist in globalization studies, 1949-): “Disjuncture and Difference in the Global Cultural Economy” in *Theory, Culture & Society* 7:2, 1990

- The central problem of today’s global interactions is the tension between cultural homogenization and cultural heterogenization
- Five dimensions of global culture flow
 - Ethnoscapes — landscape of persons who constitute the shifting world in which we live: tourists, immigrants, refugees, exiles, guest workers, etc

- Technoscapes — global configuration of technology, and of the fact that technology, both high and low, both mechanical and informational, now moves at high speeds across various kinds of previously impervious boundaries
- Finanscapes — disposition of global capital which is now a more mysterious, rapid and difficult landscape to follow than ever before, as currency markets, national stock exchanges, and commodity speculations move mega-mones through national turnstiles at blinding speed, with vast absolute implications for small differences in percentage points and time units
- Mediascapes — both the distribution of the electronic capabilities to produce and disseminate information (newspapers, magazines, television stations, film production studios, etc.), and to the images of the world created by these media
- Ideoscapes — also the concatenations of images, but they are often directly political and frequently have to do with the ideologies of states and the counter-ideologies of movements explicitly oriented to capturing state power or a piece of it
- Deterritorialization
- Globalization of cultures