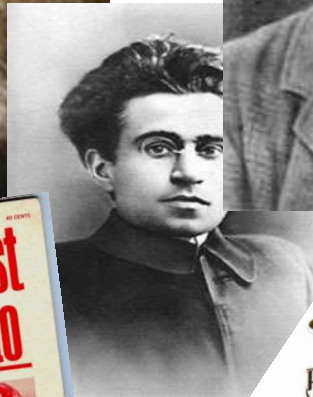
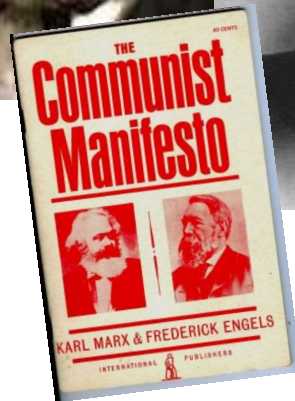


MARXISM, CULTURAL HEGEMONY ...AND THE EFFECTS THEORY



CONSIDER BOTH SIDES...

(LIST 3-5 FOR EACH)

Positive

- Media has a positive influence on us because....

Negative

- Media has a negative influence on us because...

DOMINANT IDEOLOGY AND THE MEDIA

An ideology is a belief system that is constructed and then embedded in the public consciousness by the media.

Media texts represent the world usually in order to support a **dominant ideology**.



SOME DOMINANT IDEOLOGIES

Capitalism. The production of capital and consumption of surplus value as a life goal.

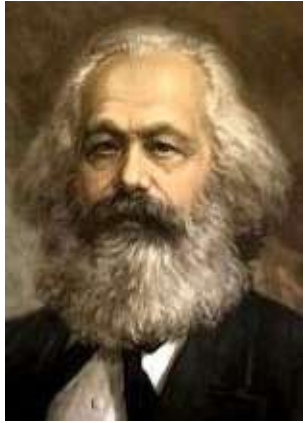


Patriotism. To love, support and protect one's country and its people.

Marriage and family. The “right way” to live is to marry an opposite-sex partner and have children.



Patriarchy/Male superiority. Men are more suited to positions of power, and more suited to decision-making at work and at home.



Karl Marx



Friedrich Engels

MARXISM

Marxism is a political ideology for how to change and improve society by implementing socialism.

It was originally developed in the early to mid nineteenth century by two German *émigrés* living in Britain, Karl Marx and Friedrich Engels.

Marxism is based upon a materialist interpretation of history – social groups are driven by creating and maintaining wealth.

CLASS STRUGGLE

Marx and Engels identified the struggle between different classes.

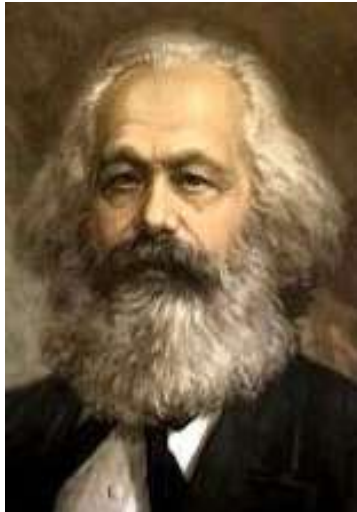
Marxists believed that capitalism, the currently dominant form of economic management, leads to the oppression of the **proletariat** (the working class) who, not only make up the majority of the world's population, but who also spend their lives working for the benefit of the **bourgeoisie** (the wealthy ruling class in society).



Workers
(Proletariat)



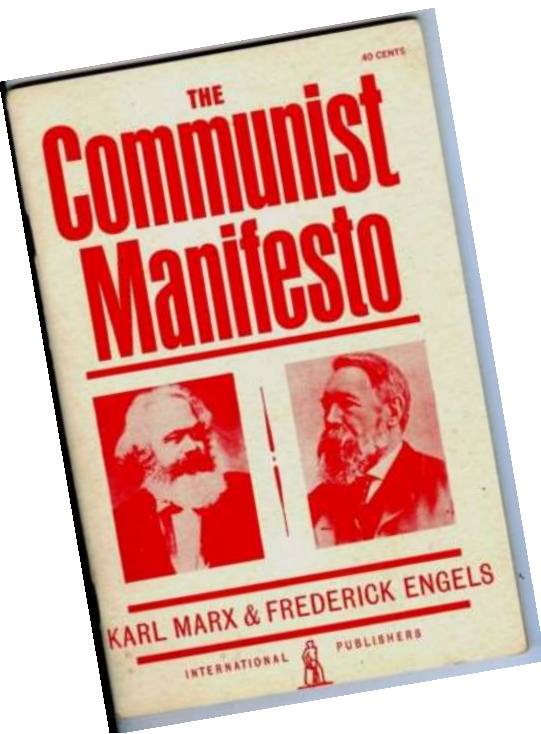
'Fat Cats'
(Bourgeoisie)



To correct this inequality between the **bourgeoisie** and the **proletariat**, Marxism sought a *proletarian revolution*, when the proletariat take control of government, and then implement reforms to benefit their class. Such a system is **socialism**, although Marxists believe that eventually a socialist society would develop into an entirely classless system, which is known as **communism** in Marxist terminology.

MARXISM

Marx died in 1883 but his ideas still have a resonance today. Marx was an economist and philosopher and wrote his *Communist Manifesto* in 1848. In it he advocated workers across the world should unite against their oppressors, the ruling classes, who were also their employers.



He wrote: *'Workers of all lands unite, you have nothing to lose but your chains'.*

His ideas were so influential they led to the development of Communist political systems around the world.

Yet, unfortunately these systems were never fully realised – even in so-called 'communist' countries such as China, North Korea and Cuba.

FALSE CONSCIOUSNESS

Social institutions like the mass media play a key role in ensuring that the working class (**proletariat**) remain happy with their situation despite the inherent unfairness of the system.

Marx described the situation in which members of the subordinate classes cannot see that they are being duped as 'false consciousness'.

In Marxist terms, ideology can ultimately be identified as the lies, deceptions and misinformation given to the working classes in order to maintain the state of 'false consciousness'.



APPLYING MARX TO THE MASS MEDIA TODAY

When Marxists apply this ideology to the mass media they will argue:

- The institutions of the mass media are owned by the ruling classes (e.g. Rupert Murdoch, Richard Branson)
- These institutions are used to **indoctrinate** the masses into believing capitalism is good for all
- Media industry workers are exploited just as other workers
- ...therefore the mass media exists to serve the ideological interests of the ruling class.



MARXISM BEYOND MARX

‘Marxism’ does not just refer, however, to the ideas generated by Marx himself, but to a huge body of work created by numerous academics, scholars and revolutionaries who have adopted Marx’s ideas...



ANTONIO GRAMSCI

One example of this is Antonio Gramsci (1891 – 1937). He was an Italian political theorist. A founding member and onetime leader of the Communist Party of Italy, he was imprisoned by Mussolini's Fascist regime.

He is renowned for his concept of **cultural hegemony** as a means of maintaining the state in a capitalist society.



Hegemony is the way in which those in power maintain their control.

Dominant ideologies are considered **hegemonic**; power in society is maintained by constructing ideologies which are usually promoted by the mass media.

HEGEMONY



GRAMSCI AND HEGEMONY



In "advanced" industrial societies hegemonic cultural innovations such as compulsory schooling, the mass media, and popular culture have indoctrinated workers to a **false consciousness**.

CULTURAL HEGEMONY

Cultural hegemony is the philosophic and sociological concept that a culturally-diverse society can be ruled or dominated by one of its social classes.

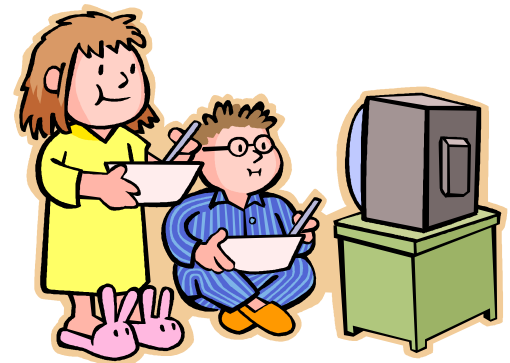
It is the dominance of one social group over another, e.g. the ruling class over all other classes.

The theory claims that **the ideas of the ruling class come to be seen as the norm**; they are seen as universal ideologies, perceived to benefit everyone whilst only really benefiting the ruling class.



THE EFFECTS THEORY:

- The idea that the **media can have an effect over its audience**- this is often discussed in terms of **negative** effects.
- Thought of as **what the media does to its audience**.



HYPODERMIC NEEDLE THEORY:

- A theory that suggests that **the media 'inject' its audience with its ideas** like a **passive** patient rather than a critical and active consumer.
- The focus here is on the fact that **we don't choose** to believe certain things; **the media chooses for us.**

What do you think about this theory?



THE EFFECTS MODEL

The Bobo Doll Experiment

This was conducted in 1961 by *Albert Bandura*



THE EFFECTS MODEL

- The Effects Model (*backed up by the Bobo Doll experiment*) is still the dominant theory used by politicians, some parts of the media and some religious organisations in attributing violence to the consumption of media texts.

THE EFFECTS MODEL

- Key examples cited as causing or being contributory factors are:
- The film ***A Clockwork Orange*** (1971) in a number of rapes and violent attacks
- The film ***Child's Play 3*** in the murder of James Bulger in 1993
- The game ***Manhunt*** in the murder of Stefan Pakeerah in 2004 by his friend Warren LeBlanc
- The film ***Severance*** (2006) in the murder of Simon Everitt

THE EFFECTS MODEL

- In each case there was a media and political outcry for the texts to be banned
- In some cases laws were changed, films banned, and newspapers demanded the burning of films
- Subsequently, in each case it was found that **no** case could be proven to demonstrate a link between the text and the violent acts

THE EFFECTS MODEL

The Effects Model contributes to Moral Panics whereby:

- The media produce inactivity, make us into students who won't pass their exams or 'couch potatoes' who make no effort to get a job
- The media produces violent 'copycat' behaviour or mindless shopping in response to advertisements

Moral panics!



THEORIST - STANLEY COHEN (1972)

- Studied youth groups in 1960s.
- A **moral panic** occurs when society sees itself threatened by the values and activities of a group who are stigmatised as deviant and seen as threatening to mainstream society's values, ideologies and /or way of life.
- Mods & Rockers (1960s), football hooligans, muggers, vandals, mobile-phone snatchers...

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WORKING CLASS MALES

- Represented as yobs.
- Stuart Hall (1978) argues that the negative representation of young people is deliberate as it justifies social control by authority figures such as the police and government. The media has a key role in this 'social production' of news.

JAMIE BULGER (2000 – 2003)

No evidence was presented that either boy had watched 'Child's Play 3'. The judge made the connection and this was picked up by the tabloid press. It led to a change in the law so the BBFC now has to take into account 'the influence' of videos as well as their content.



GEORGE GERBNER: CULTIVATION THEORY (1986)

- States that the more time people spend 'living' in the media world, the more likely they are to believe the representations they are exposed to.
- The repetitive pattern of mass-produced media messages and images influences people's understanding of the world.
- **Mean World syndrome** – people believe the world is harsher and more violent than it actually is.
- **'Normalised' violence - desensitisation**



HYPODERMIC NEEDLE THEORY

- The media inject messages into their audiences
- The audience is seen as **passive** and unable to resist these media messages
- Theory associated with **Marxism** academics - Marxists are traditionally hostile to the media – seeing it as vehicle to enable ruling class to maintain their dominance over society
- The theory first articulated in a different era to our own – a time when the mass media was still relatively new
- Effects young minds – Bobo Doll experiment
- Continues to apply to today: creates **Moral panics**
- Also creates feelings of ‘I want it’ / ‘I must have it’ / ‘I must look like this’.