Introduction

- Defining memory and memory studies
- The relation between media and memory
- Collective memory
- Facebook and memory
- Mobile phones and memory
- YouTube and memories
- Mashups
- Learning outcome 1: Theoretical approaches to the study of popular culture and media studies
What is memory

- Memory is more than just a photographic film
- Often memory involves physical reactions
- Connections with the past
- Triggers are often random
Shared pool of information held by members of a group

Group memory – hearing thoughts and discussions of others may inhibit memory (collaborative inhibition)

Cross-cueing – information exchanged among group members facilitates memory

Transactive memory – expertise/specialisms of memory relied upon

Collective memory of a nation – represented by memorials and also what not to remember
Memory Studies

- Halbwachs – memories created in response to society
- Discourses construct how and what we can/should remember
- Media is a function of and production of a collective (groups)
- Memory is personal, individual, local, emotional but also the product of groups, institutions
- Memory is selective memory (Bergson, 1991)
- Habit memory – repeated act e.g. song lyrics
- Representational memory – forms memory images of events (recalled imaginatively)
- Memory in terms of space rather than time
Theorisations

- Theorisations of memory in relation to culture, society, history, politics, philosophy, identity
- False memories
- Remembering and forgetting are symbiotic
- Memory as cultural focuses on particular historical times from a particular ideological viewpoint
- Connections between journalism and memory
- Film intertwines media and memory e.g. Schindler’s List
- News also links memory with events
The past

- Past brought into the present as commemorative act or ritual
- Ideologies of broadcasters
- Television offers moments of mechanical solidarity
- Personal ‘me’ memory – moving from photographs in cellophane albums to digital photos
- Shift from personal to collective memories via technology
Facebook

- Ceaseless stream, repetition of memorable experiences
- Mobile phones enable people to create their own memories
- In particular locations – places
- Mobile phones as visual extension of user’s personal sphere
- Memobilia – mobile digital phone memories that are wearable, shareable, multimedia, data records of events or communications
- Personal and also collective
Feelings of Phones

- Phone becomes a personal friend, lifeline and life world
- Document, record and archives experiences
- Memory is tangible, physical and held, carried around with, show cased
- Guarantees connections to friends, parents, colleagues etc.
- Increasing narrowcasting and mycasting
Memory

- Delete function – clear decisions made about personal, optical and ideological decisions about marketing the self
- Save memory – mobile phone memory cards are a way of remembering and also forgetting
- Transfer memory – clearing photos to static devices
- Moblogging (publishing to website/blog from mobile device)
- Uploading photos – sharing, engaging, allow connections and relationships to be maintained
War on YouTube

- Explosion of first wedding dances on YouTube
- personal, autobiographical and emotional but also hegemonic discourses of heterosexuality and marriage
- Media events are remediated
- YouTube – platform for remediating history through creative editing of media texts
- Media corporations engage in this as well
- The user determines the parameters of real wars, hidden wars, virtual wars
- Social, cultural, political and corporate institutions underwrite YouTube
- Copyright laws and legal issues.
YouTube

- Archival media footage on YouTube
- Deals done with traditional broadcasters - YouTube also has to make a profit
- Alternative versions of history put forward
- Events of historical importance often sanitised to produce a more manageable past (on/in traditional media)
- Baudrillard – gulf war didn’t happen because we saw the war through smart, clean bombing on television news
- Collapsing memory – delivering a memory of convenience
- Glosses over the past
- News – stylised, manufactured content, trivialised in nature
War on Media

- War become increasingly mediated and mediatised
- Collective memory of Vietnam war possible at the beginning
- But US Army Photographer Robert Haeberle photos of My Lai Massacre of 1968 became the defining images
- Added to through films such as the Deer Hunter
Remediating events

- Television and photography in competition with each other
- Photojournalism awarded more gravitas than television news
- YouTube – archival power – events are remediated
- Mashups – Vader Sessions –
  - And television news and others
- Ruptures narratives e.g. Political Mashup
- Exposes the manufacturing of media events by re-manufacturing those media events
- Makes viewers look closely and deeply at media texts
- And perhaps challenges collective memories at some level
Summary

- Media – personal and also collective
- What a nation chooses to commemorate and chooses to forget are important
- Events may be mediatised for us
- Media may present particular versions of events/memories etc.
- New media provides new ways for archiving memory but also for challenging mediatised events
Bibliography