

# Media and Culture: Focus for Today

- Module Outline
- Defining Media Studies
- Defining Culture (previously Cultural Studies)
- Three Core Areas
- Writing and Referencing

# Why Study the Media?

- Why Study Media
  - Integral to our everyday lives
  - Medium – one thing between two others
  - 19<sup>th</sup> century e.g. Newspapers
  - 20<sup>th</sup> century e.g. TV
  - 21<sup>st</sup> Century e.g. Social Media
- What media have you used so far today?

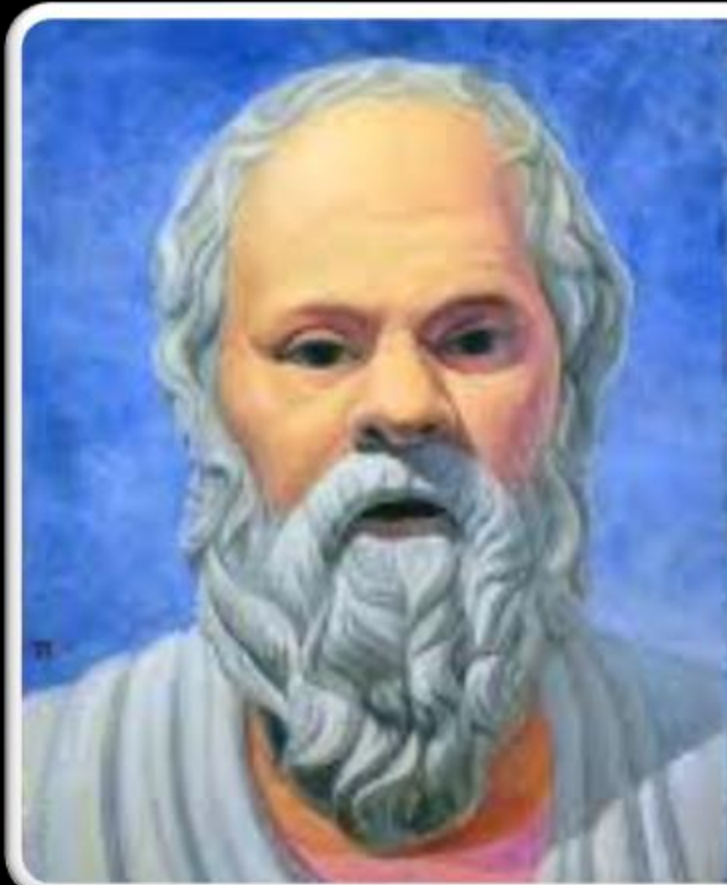


# What to include

- What should be included in the term media?
  - Huge variety and range of approaches of what to study and how to study
  - You will come across these throughout your three years of study
  - Field of study rather than a discipline

# Contexts

- Context – setting, environment
- Discourses implicit in media
  - Questioning our own assumptions
  - The academic/theoretical context
  - Debates are important
  - Essays – convincing arguments



"Employ your time in improving yourself by other men's writings, so that you shall gain easily what others have labored hard for."

Socrates

Socrates



# Defining Cultural Studies

- Extremely hard to define!
  - Multidisciplinary
  - Concerned (obviously) with the study of culture
  - And with how culture shapes society and individuals

# Defining Culture/Cultural Studies

- Different from Media Studies - broader in scope
- Activities of everyday life e.g. Shopping, fashion, pub culture
- 'The best that has been thought and said' (Matthew Arnold, F.R. Leavis)
- 'Culture is ordinary' – all activities are cultural – (Raymond Williams, Thompson 1920-1980s)
- Culture as resistance – study of subcultures – Dick Hebdige, Birmingham school (1970s/80s)

# Origins and Development

- Cultural identity – gender (Angela McRobbie), and race (Stuart Hall, Paul Gilroy), sexuality (Jeffrey Weeks, 1980/90s)
- ‘Cultural Populism’ – insistence that what is popular must be good and worthy of study (John Fiske, 1980s)
- ‘New Cultural Studies’ – renewed political dimension e.g. environmentalism (Gary Hall and Clare Birchall, 2007)



# Focus

Shared social meanings are generated by culture (films, pop songs, TV shows etc.)



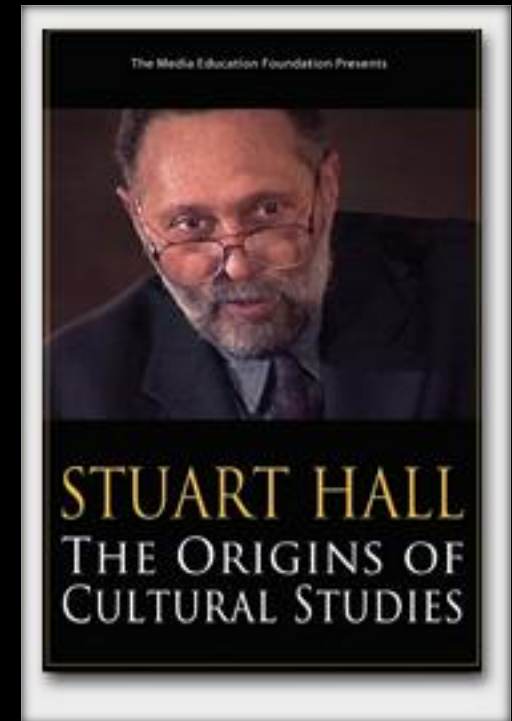
- E.g. Doctor Who fans, One Direction Fans

- How culture helps us (as individuals and a group) make sense of the world and express ourselves
- Particularly concerned with power and ideology
- Marxist in its emphasis in UK context



# Focus

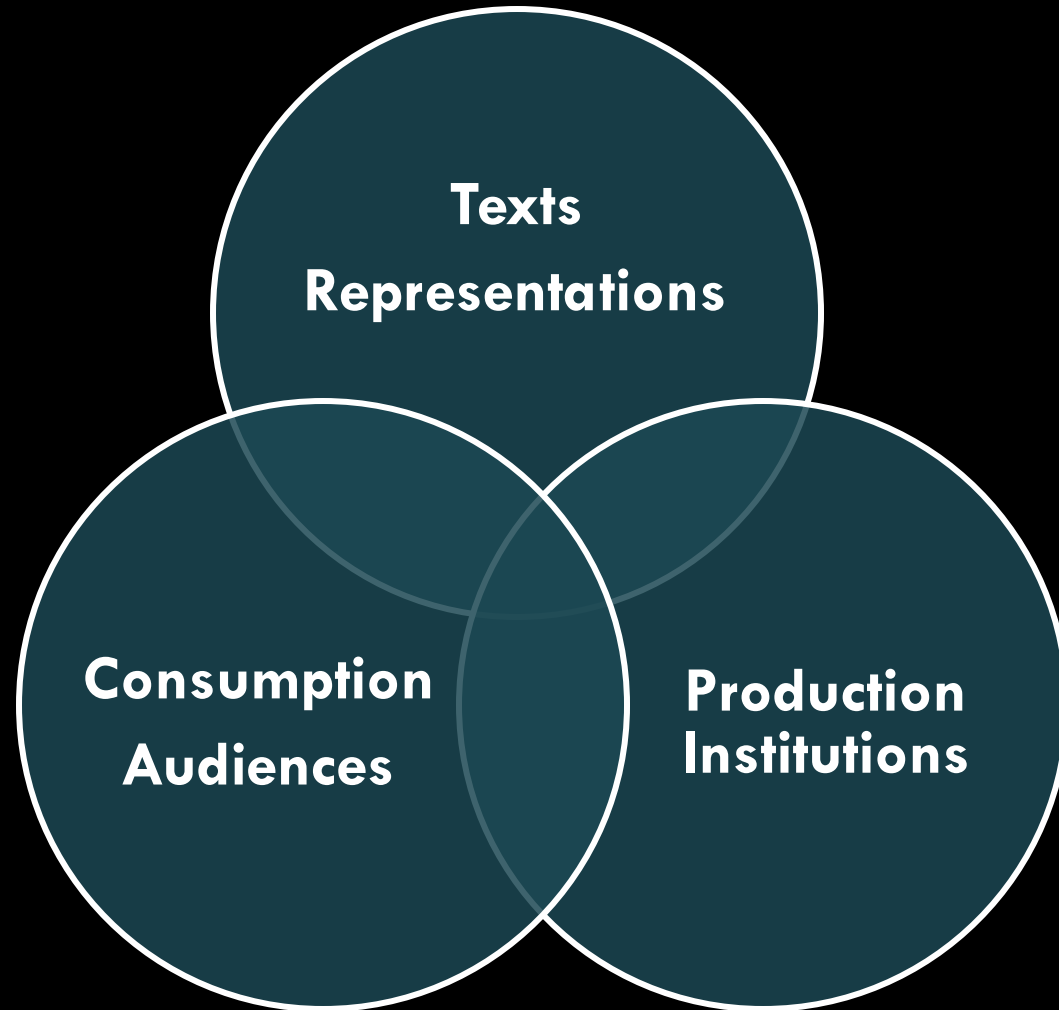
- Popular culture [...] is an arena of consent and resistance' (Stuart Hall)
- Furthermore, we generate our own forms of culture e.g. subcultures, fan cultures etc.
- This is what is Cultural Studies



**End of session 1 part 1**

# Three core areas in MCS

Start of  
session  
1: Part 2





# Writing Skills

- Think about your own writing style
- Keep focused
- Reading on topics
- Clear English, correct spelling, grammar, punctuation, structure

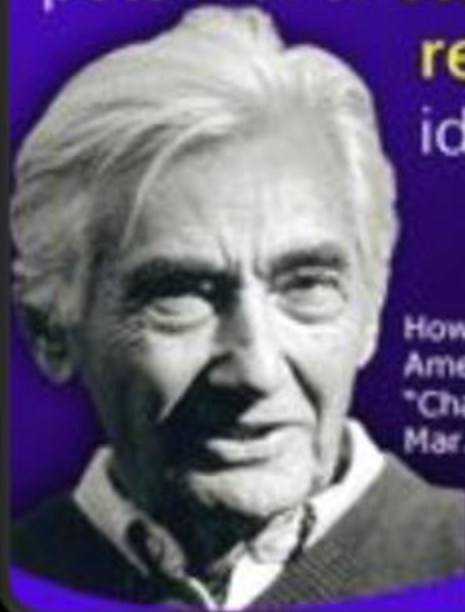
# Harvard Referencing

- Must acknowledge ideas that you read
- See the handout for Harvard referencing
- Both in the essay and list of references at the end
- Help about essay writing  
[www.worc.ac.uk/studyskills](http://www.worc.ac.uk/studyskills)
- [Harvard referencing guide](#)
- <http://www.citethemrightonline.com.proxy.worc.ac.uk/>

# List of References

- Barker, C. (2008) *Cultural Studies*. London: Sage.
- Branston, G. and Stafford, R. (2010) *The Media Student's Book*. London: Routledge.
- Thwaites, T., Davis, L., and Mules, W. (2002) *Introducing Cultural and Media Studies*. Basingstoke: Palgrave.
- Tomaselli, K. (2012) Alter-egos: Cultural and Media Studies. *Critical Arts*, Vol. 26(1), pp.14-38.

"We all have an enormous  
**responsibility** to **bring** to the  
**attention** of others **information**  
they do not have, which has the  
potential of **causing** them to  
**rethink** long-held  
ideas."



Howard Zinn  
American historian, author, and activist  
"Changing Minds, One at a Time,"  
Mar. 2005 (1922-2010)

