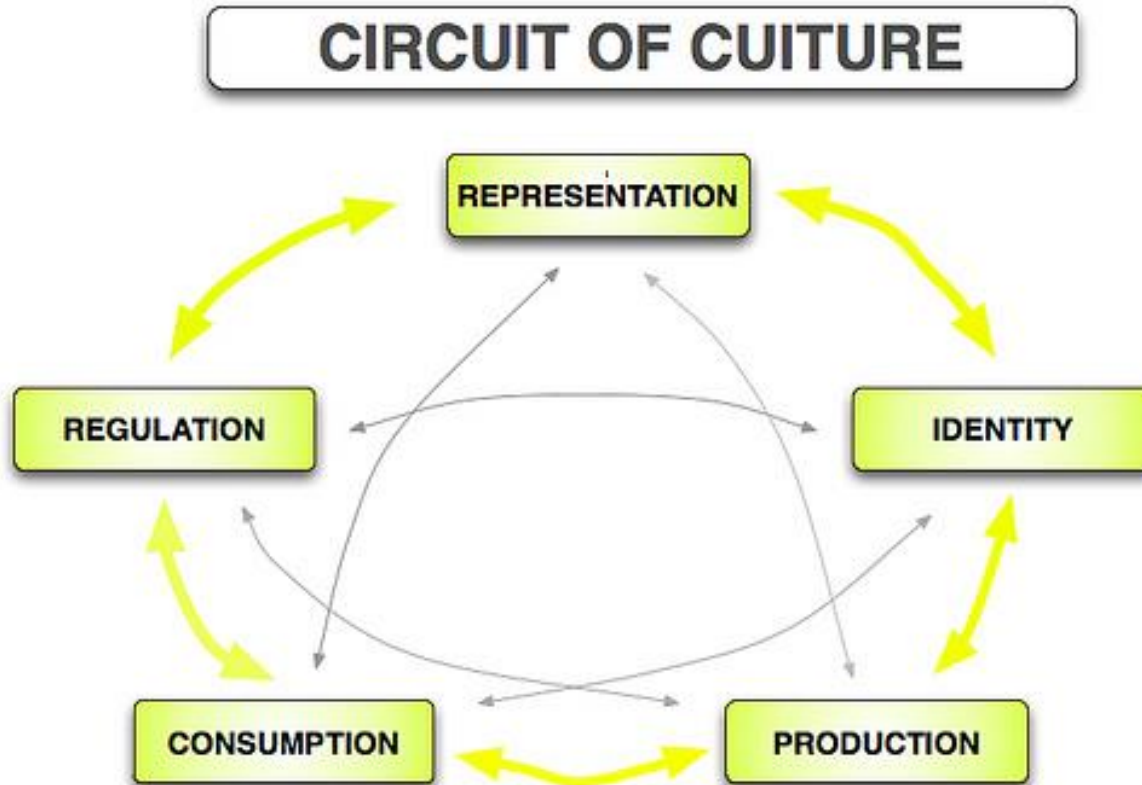


Introduction

- Learning outcome 2 Demonstrate an understanding of competing definitions and debates around key terms).
- Reading: correlation between reading and results!
- Circuit of Culture focused on
- Analysis of elements of circuit of culture in more detail

Circuit of Culture



Gay PD, Hall S, Janes L. Doing cultural studies: the story of the Sony Walkman. SAGE; 1997.



Theories of Representation

- Reflective approach
 - Meaning lies in the object, person, idea, event
- Mimetic approach
 - Reflecting or imitating
- Intentional approach
 - Author imposes meaning
- Constructionist approach
 - Construct meaning using representational systems

Meme Theory (representation & production)

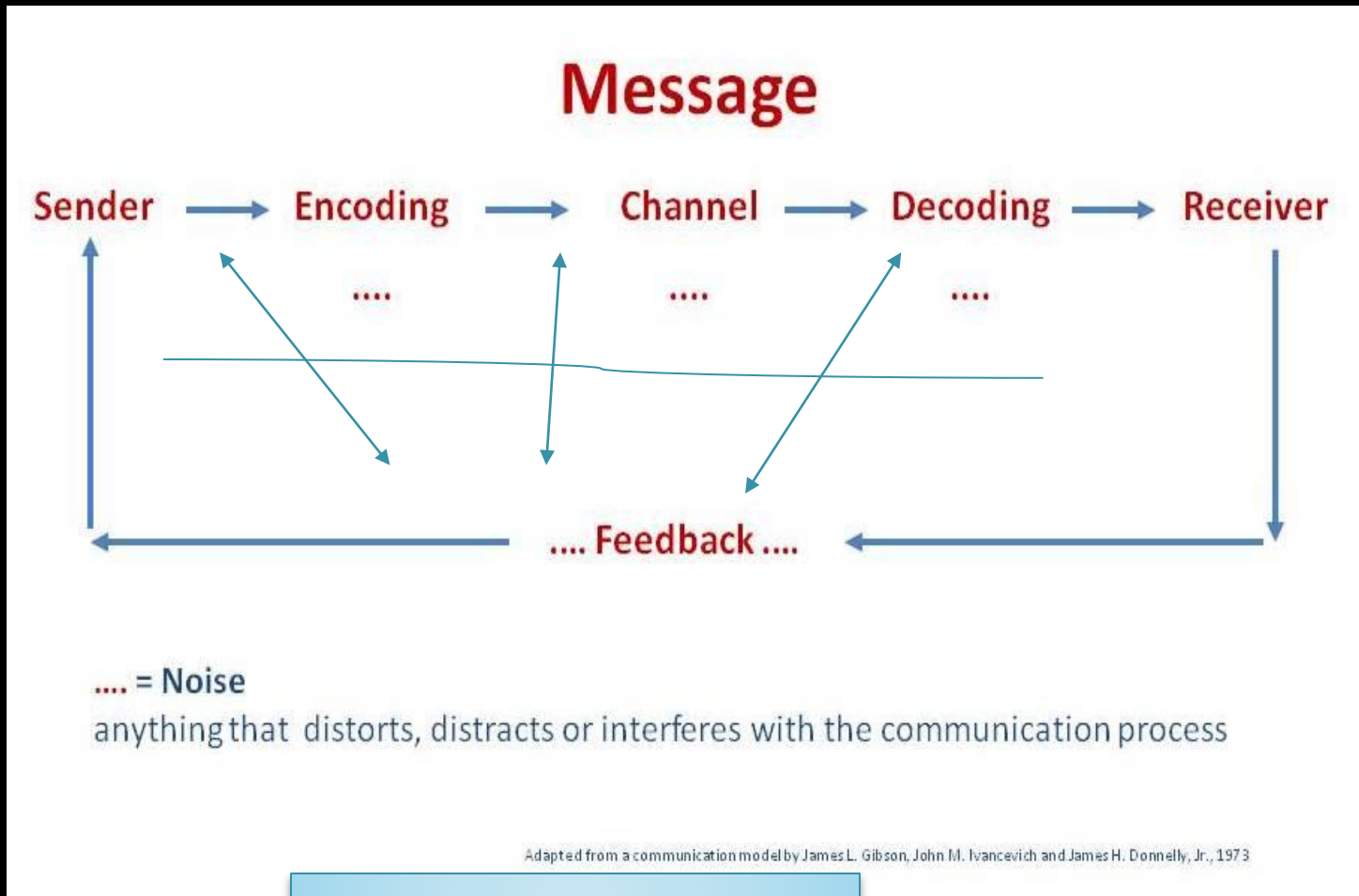
- Idea, behaviour or style that spreads from person to person (see [Susan Blackmore video](#))
- [Big Bang explaining Meme Theory](#)
- Variation, mutation, competition, inheritance
- Three conditions
 - Variation or introduction of new change to existing elements
 - Heredity or replication (capacity to create copies)
 - The opportunity for one element to be more/less suited to the environment than another

Criticisms of meme theory (representation & production)

- Gap in gene/meme analogy
- Primitive view of the sign
- Criticisms of meme theory
- Criticisms of meme theory

Consumption

- Active consumers
- Encoding – decoding : but Encoding \neq decoding



Post-cinematic society (consumption & production)

- Rise of interactivity, gaming, multimedia
- Proliferation of different internet platforms
- Post-cinematic context transforming our lives
- Taking cinematic technologies forward in new directions
 - DVD menus, extras, commentaries, outtakes, integrated marketing.



Discourse (regulation)

- Foucault – discourses as systems of representation
- Discourse as group of statements/representations
- Regulates conduct of others and ourselves
- Operates across different institutions, texts, media etc.



Power/knowledge (regulation, production, consumption, representation)

- Foucault rejected classical Marxist ideology
- Particularly the Marxist question ‘in whose class interest does language, representation and power operate?’
- Gramsci – different social groups struggle – ideologically – to win consent of other groups and achieve ascendancy (hegemony)
- Popular culture arena of struggles



Power (regulation, consumption, production, representation, identity)

- Power is a relation between individuals and groups and exists when it is being exercised
- The exercise of power relies on there being the capacity for power to be resisted
- Where there is power there is resistance
- Modern form of power – private/individualised
 - The body (individual) rather than group

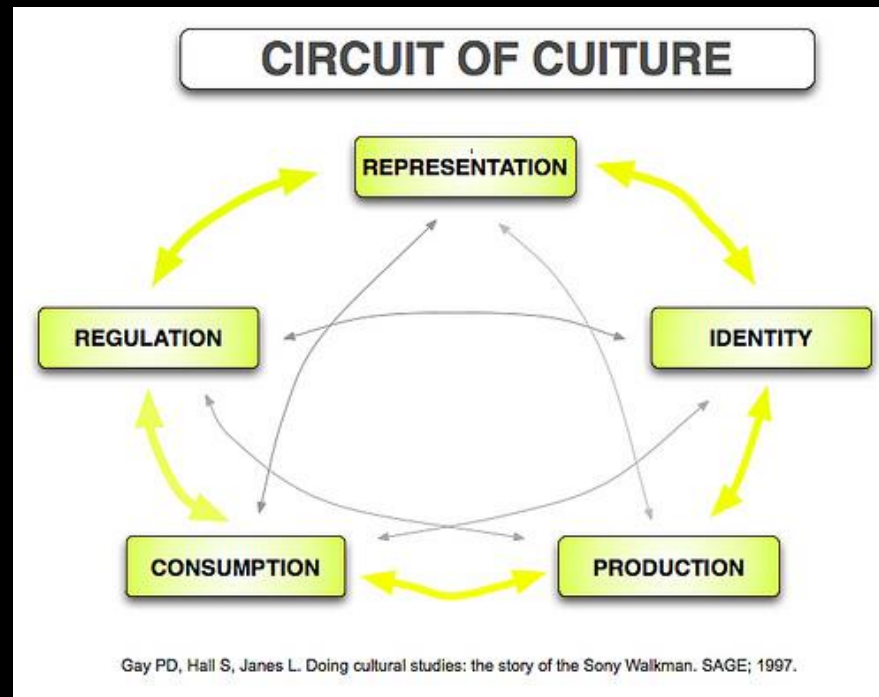
Identities

- Global spaces – imagined, consumed produced
- Virtual spaces – cyberspace due to new technologies (e.g. Second Life, Facebook, Twitter, Instagram, Minecraft).



Contexts

- Individual contexts and wider contexts may influence the circuit
- Can distort/impact on one or more elements below
- Articulation – where two or more elements join together (not always stable)



Summary

- You might be interested in social media/internet etc.
 - Either through focus group/questionnaires or this might arise through your interview
 - In relation to how people articulate their own identities.
- Do people actively construct their identities through such things
 - How the circuit of culture (Pop culture) may influence identity
- You can think about this for your assignment

Bibliography

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- Storey, J. (2012) *Cultural Theory and Popular Culture. An Introduction*. Harlow, Pearson.