

# INTRODUCTION

- Marxism and Ideology
- Marxism and neo-Marxism
- Frankfurt School
- Hegemony
- Problems with the Frankfurt School
- Consumerism
- Cultural studies approach versus political economy approach

# MARXIST APPROACHES

- Marxism and Ideology: the basics
  - Ownership of wealth and property by small powerful elite (bourgeoisie)
  - Exploitation of non-wealth owning majority (proletariat)
  - Brings about alienation
  - Labour sold for the profit of others
- Class Relationship - Defines capitalism
- Thinking
  - Dominant ways of thinking reflect prevailing modes of production
  - In the interests of the ruling class
- Marx predicted the proletariat would overcome false consciousness and overthrow capitalist system
- [What is Marxism?](#) (3.5 I)



# THE CULTURE INDUSTRY

- Neo-Marxist analysis
  - Group of theorists: Frankfurt school
- Frankfurt school ideas
  - Ideological role of media and culture
  - Under capitalism art is a mass commodity
  - Marcuse: false needs
  - Culture industry results in standardisation
  - E.g.. Hollywood film
  - E.g. Pseudo-individualism - presented with the illusion of diversity and difference

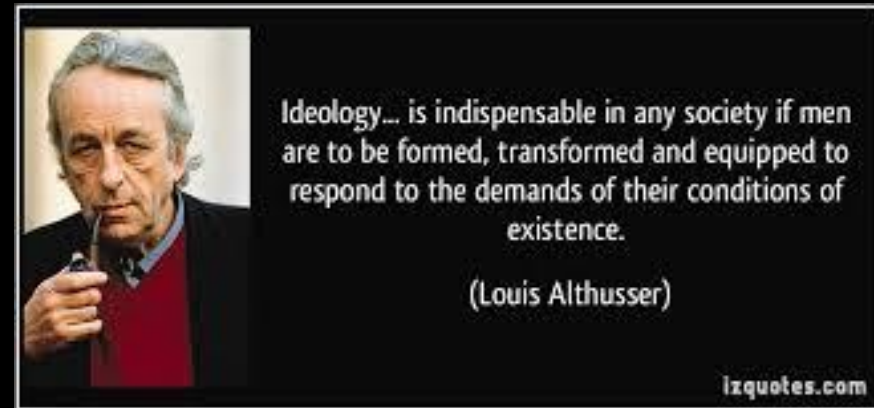


# PROBLEMS WITH FRANKFURT SCHOOL

- Who decides what is creative
- Who decides some needs are legitimate and others not
- Can be too broad

# IDEOLOGICAL MEANINGS

- Social cement version of ideology
- Culture industry binds/cements people to system
- Marx = ideas mirror the material situation and thus need to change economic system
- Althusser – ideas have relative autonomy and the economic system realises on controlling dominant thinking
- Ideological state apparatus = religion/school/family/work etc.



# GRAMSCI

- Hegemony (5.44)
- Maintaining hegemony
- Hall - News providers
- Barthes - myth



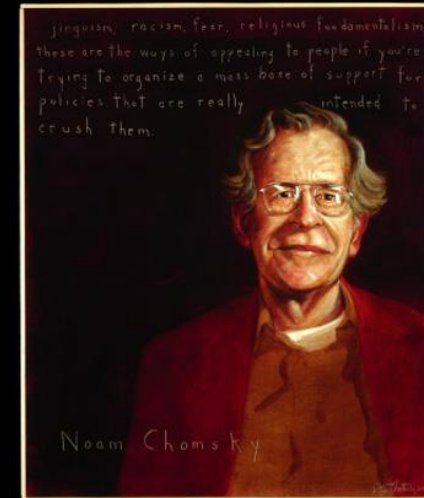
# CONSUMERIST MYTHS

- Messages that promote consumerism
- Consumption as the goal of life
- Advertising important in this
- Ideologies of consumerism – media, social media, film
  - Makeover programmes
  - Magazines
  - Celebrity industry
- Commodity fetishism



# POLITICAL ECONOMY AND IDEOLOGY

- Commercial structure of media ownership and control
- Manufacturing consent – Noam Chomsky





Filter One-  
ownership and  
profit of  
media/cultural  
institutions

Filter Two  
need to attract  
and retain  
advertisers

Filter Three  
influence on  
media of other  
wealthy/powerful  
groups

Filter Four –  
(flak) negative  
consequences  
of counter-  
ideological  
messages

Filter Five  
-groups that pose threats  
(e.g. communism,  
environmental activist, ant-  
terrorist etc.)

**Media  
dominated by  
ideological  
forms of culture  
which serve the  
status quo**

# CULTURAL IMPERIALISM AS IDEOLOGY

- Media products
- Core and periphery
- Capitalist ideology



# POLITICAL ECONOMY VERSUS CULTURAL APPROACHES

| <b>Cultural studies approach</b> | <b>Political Economy Approach</b>                     |
|----------------------------------|---|
| Ideology critique                | Focusing on structures of media ownership and control |
| Textual analysis                 | Way the media is produced                             |
| Local and global                 | Way the media is distributed                          |
| Signs and symbols                | Way the media is consumed                             |
| Discourses                       | Power of media organisations                          |

# SUMMARY

- **Media and Culture – neo-Marxist perspectives of Frankfurt School still influential**
- **Often analysing texts in relation to ideologies/discourses**
- **And textual analysis methods such as semiotic, content, thematic, discourse analysis.**
- **Content analysis Essay example**

# REFERENCES

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- Longhurst, B., Smith, G., Bagnall, G., Crawford, G., and Ogborn, M., (2017) *Introducing Cultural Studies*. Third Edition. Oxon, Routledge.
- Stillo, M. and Gauntlett, D.(n.d.) Antonio Gramsci, *Media/Gender/Identity Resources*. [Online] Date Accessed 1<sup>st</sup> February 2018. Available at: <http://www.theory.org.uk/ctr-gram.htm>