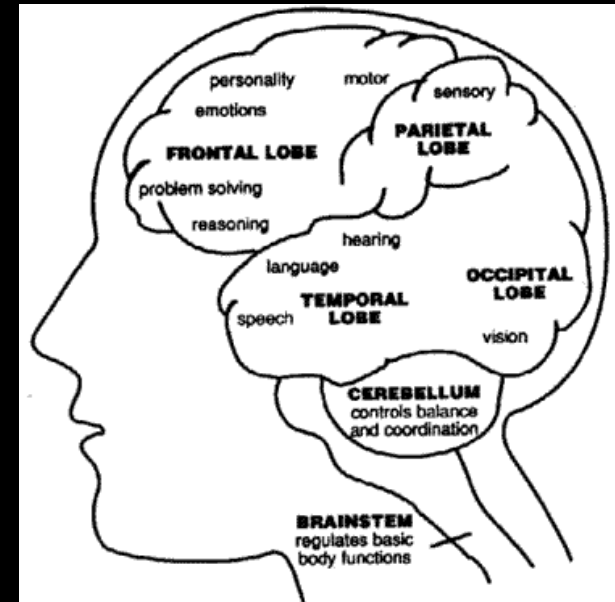


Introduction

- Emotion in relation to culture/media
- Cultural differences
- Emotional/cultural intelligence
- History – myths and representations
- Learning outcome 3: Develop textual analysis skills/audience research skills (in relation to the seminar)

Emotion: Physiological states

- Physiological blends of emotional states
- Bodily responses and facial expressions recognised across cultures
- Frontal lobes – regulate emotion
- Emotions as bodily responses



Robert Plutchik's Psychoevolutionary Theory of Emotion (1980)



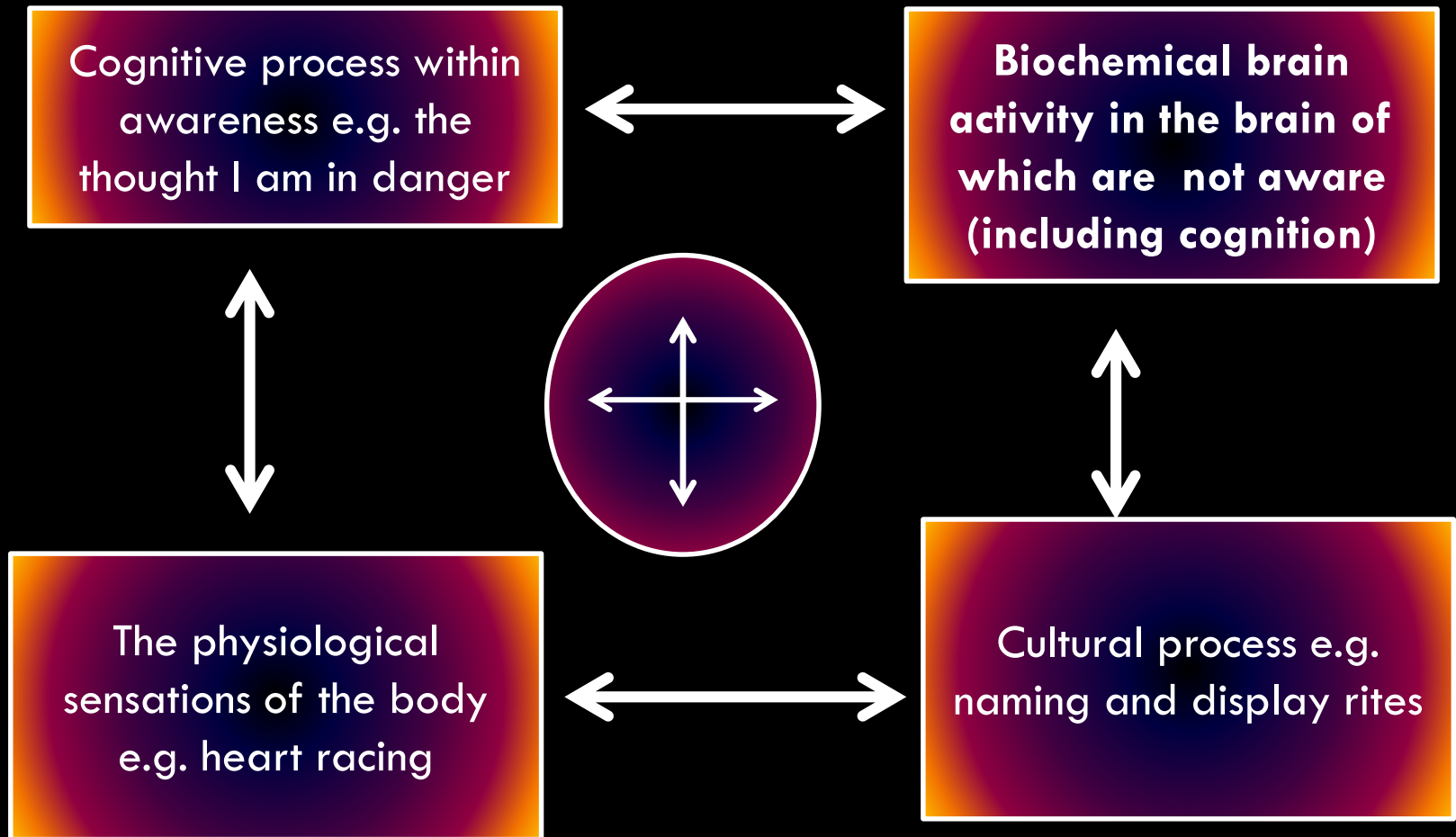
- Eight primary emotions
- In pairs of opposites:
- Colour increase as intensity of emotion increases
- Secondary emotions - combination of primary ones:
- Can be critiqued – but does highlight complexities



Emotions: Culturally constructed

- Emotions as discursive constructions rather than bodily responses
- Emotions as cultural constructed judgements
- Subject to historical and cultural change e.g. grief displays
- Expectations at weddings/funerals

Cultural construction of emotion



Definitions of the Circuit

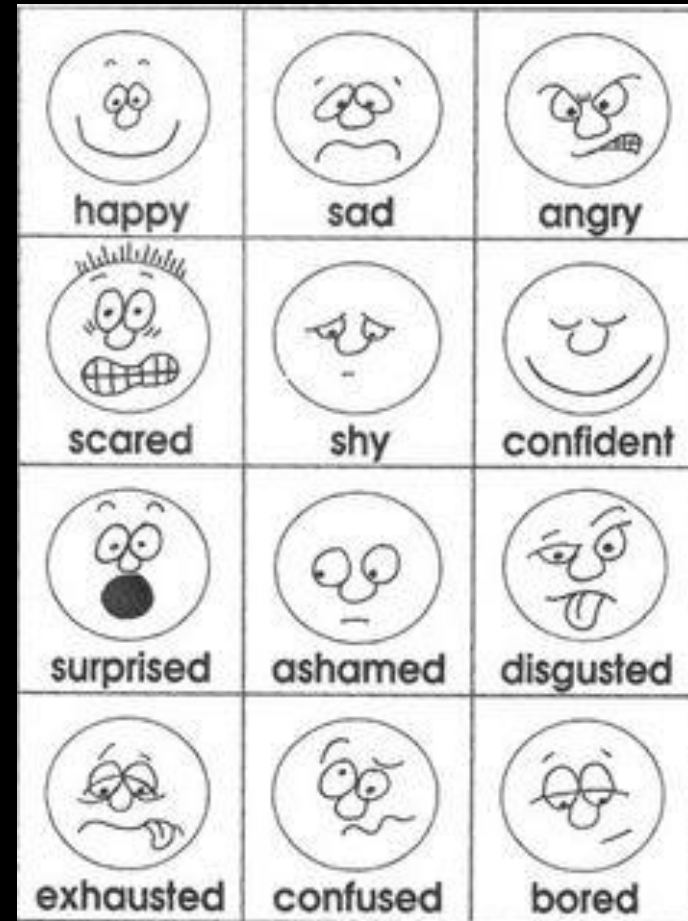
- Cognitive processes – media/culture plays a role
- Physiological sensations
- Biochemical brain activity
- Cultural processes – media
- Emotion is the outcome of a range of the above

Emotions cross cultures

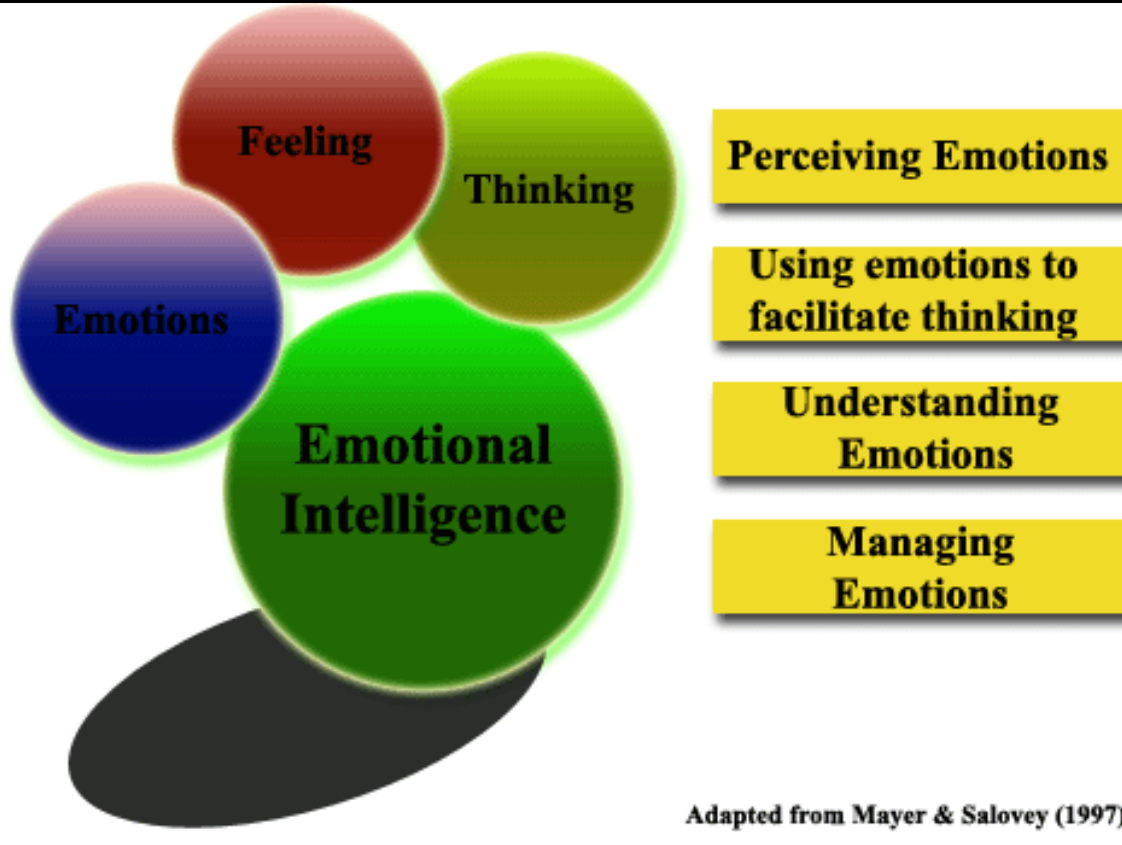
- The way emotions are lived – through cultural discourses, display rules etc.
- Emotions in excess (often wanted in reality television programmes) e.g. *X factor* (22.32mins)
- Cultures and media produced by those cultures tend to promote and create culturally desirable emotions
- E.g. Hollywood films versus Studio Ghibli films

Emotional Intelligence

- Ability to monitor one's own and other people's emotions
- Ability to label emotions
- To use this to guide thinking and behaviour
 - The ability to detect and decipher emotions in faces, pictures, voices
 - E.g. emotional outburst (0.29 mins)



Emotional Intelligence



Cultural Intelligence



- Capability to relate and work effectively across cultures
- Person's interest and confidence in functioning effectively in culturally diverse settings
- Knowledge about cultures/differences e.g. Bruce Parry documentaries
- Making sense of culturally diverse experiences
- How people adapt verbal and nonverbal behaviour to make it appropriate to diverse cultures
- Media/Culture may promote myths/stereotypes
- [HSBC Ads](#) (6.27 mins)

The Happiness Industry

- Positive Psychology and self-help
- Wellbeing, joy, gratitude, being in the present, the moment.
- Criticisms
 - Ignores situations, inequalities, can happiness be measured, what about living a good life despite suffering?

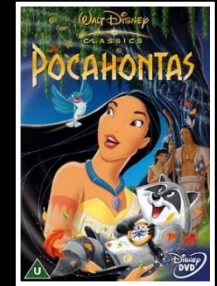


History



- History is also a human construction
- History is one aspect of culture and identity
- Past events represented in films, television programmes, news, documentaries etc.
- History is about the production and circulation of meanings

Myth and History



- E.g. Horrible Histories (1.49 mins)
- 1950s Hollywood western, Native Americans were represented as enemies to be vanquished (5.21 mins)
- Heroes/heroines acquire mythical status
- Stories circulate which affirm their lives/actions as virtuous, courageous
- Pocahontas – differences (4.31 mins)
- Individual figures responsible for destinies of whole nations/conflicts between nations
- The media, rely on myth as a way of representing past events

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