



Cultural Studies

Karl Marx, Stuart Hall,



Stuart Hall

- cultural theorist and director of the Center for Contemporary Cultural Studies at the University of Birmingham in England
- (1981, 1989) asserts that the media are powerful tools of the elite.
- the media serve to communicate dominant ways of thinking.



Hall: Ideology

- Hall (1981) argues that ideology refers to “those images, concepts, and premises that provide the frameworks through which we present, interpret, understand, and 'make sense' of some aspect of social existence”.



Murdock: Culture Wars

- Murdock (1989) describes culture as “all groups are constantly engaged in creating and remaking meaning systems and embodying these meanings in expressive forms, social practices, and institutions.”
- culture wars are struggles over meaning, interpretation, identity, and control.
- Ting-Toomey and Chung (2005) note that culture includes a number of mundane diverse activities of a population.



Karl Marx

- Class -the collective working class, or the proletariat is important
- Alienation- most destructive under capitalism because people lose control over the means of production and must "sell" their time to some employer, thereby becoming alienated.



Marx

- Marx's principal concern was to ensure that some revolutionary action of the proletariat be undertaken to throw off the chains of slavery and subvert capitalistic alienation.



Cultural Studies: Marginalized Groups

Cultural studies theorists expand the subordinate group of laborers to include additional powerless and marginalized groups such as homosexuals, ethnic groups, women, the mentally ill, and children.



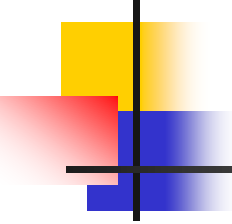
Cultural studies

- focuses on how culture is influenced by powerful, dominant groups.



Cultural Studies & Media

- Real (1996) argues that the “media invade our living space, shape the tastes around us, inform and persuade us on products and politics, intrude in our private dreams and public fears, and, in turn, invite us to inhabit them”.



Hegemony : influence, power, or dominance of one social group over another.

- Antonio Gramsci-coercion or consent.
- Gramsci's work was based on Marx's notion of false consciousness, a state in which individuals become unaware of the domination in their lives.
- Hegemony can be understood by looking at today's corporate culture, in which the ruling ideas are those of the ruling class.



counter hegemony

- n The Simpsons.
- The Cosby Show
- is to understand history from other lenses, particularly from women's, workers', and racial minorities' perspectives." a tool of the dominant class (TV) can be used to challenge the values of that dominant group.