Media, Culture, and Power

- Sting and Rapni

Week 3: Sept. 23, 2003
Announcements / Recap

- CI-H
- Globalization
- Culture Theory
- Fieldwork / Ethnography
- Media, Culture and Power
How study culture?

• Fieldwork
  – Participant - observation
  – Language

• Ethnography
  – “native’s” point of view
  – In their own terms

First, just dive in.
Paradox of the Global Village

• Global awareness
• But uncertain connection to the problems
  – How bring about change?
  – What devil’s compact with publicity is necessary?

Japanese film “Go” explores Korean-Japanese racism and the power of youth culture
“activist imaginary” (Marcus)

• to pursue traditional goals of broadbased social change through a politics of identity and representation

• emancipatory projects … raising issues of citizenship and the shape of public spheres (MW, p. 8)
Meg McLagan on Tibet

• Opposing and sometimes complementary processes:
  – commodification
  – politicization

FreeTibet.org T-Shirt
Mass mediated intercultural movements

- Objectification of Tibetan culture
- Celebrities
  - Richard Gere
  - Dalai Lama
- Images and spectacle = central to legitimacy in politics (p. 91)

R. Gere and Dalai Lama, from www.amis-tibet.lu
Cultural difference as unstable actor

- McLagan: cultural difference is doing "new kinds of work" in the creation of alternative modes of publicity and political subjectivity in American activist and media contexts. (p. 93)