INTRODUCTION
MEDIA & TEXTS (CULTURE)

Arts Foundation Programme
Nottingham University Malaysia
Julian Hopkins
February 2012

OVERVIEW

- Introducing myself
- Course information
- Referencing & plagiarism
- Media, text & culture
- Conclusions

WHO AM I?

- Ireland, Luxembourg, UK, Belgium, Malaysia
- Malaysia since 2002

- MA (Hons) Sociology – University of Glasgow
- MA Social Anthropology of Development – SOAS, University of London
- Senior Lecturer at HELP University College, ADP Programme

- PhD candidate – Monash University, Sunway campus
  - *The monetisation of personal blogging: assembling the self and markets in Malaysia*
  - Blogging, participating, online survey, interviews

- Frown a lot, bit deaf, look serious, but I'm not so bad ☺

8

TALK TO ME

Julian Hopkins

Room: B1B18
Consultation times: Monday & Tuesday, 16-17.00

Email: julian.hopkins@nottingham.edu.my

Blog: http://julianhopkins.net
Password for Media & Texts page: **f50fc8**

Facebook: http://www.facebook.com/julianhopkins
Twitter: https://twitter.com/#!/julianhopkins

TALK TO ME

- Consultation hours
- Emails – include your name, relevant tutorial group, and student ID
- Explain your request clearly and concisely
- We can work together
  - I'm always learning too
- Your questions and comments help me to teach the whole class better
  - I may frown often – but it doesn't mean I'm unapproachable
- New students who are not familiar with college are welcome to come and see me
  - College is different from school
  - You have to take responsibility for your own work, and develop your own ideas

COURSE TIMETABLE

- Lecture
  - Monday 11-12am: F1A09
- Tutorials
  - Group 1: 12-13.00, F1A09
  - Group 2: 11-12.00, EA51
  - Group 3: 12-13.00, EA51

READINGS

- See module outline
- Each week
  - One or two chapters from O'Shaughnessy, M. & Stadler, J. (2008) *Media & Society*
  - One extra reading
- Necessary to refer to these in the assignment and in the exam

ASSESSMENT

- Group research project   50%
  To be confirmed
  - Draft proposal   10%
  - Final paper   30%
  - Peer assessment   10%
- Exam   50%

REFERENCING & PLAGIARISM

- Follow the citation style taught in your Foundation class
- In-sessional classes available
- Citation management software
  - Zotero: http://www.zotero.org/support/screencast_tutorials
  - Endnotes: http://www.nottingham.edu.my/IS/FAQs/EndNote.aspx
- More next week

Simple rule:

NO COPYING AND PASTING ANYTHING

without putting it in "quotes" and indicating the source (Hopkins 2012: 18)

MEDIA

1

MEDIA

- Broad definition: a 'medium' (plural – 'media') is anything used to transmit a message
  - 'media' = 'middle' (O'Shaughnessy & Stadler 2008: 4)

  > "the technologically developed **communication** industries normally making money, which can transmit information and entertainment **across time and space** to individuals and/or large groups of people" (O'Shaughnessy & Stadler 2008: 3; emphasis added)

- Talk to people who are not there – but contexts change and therefore more scope for different interpretations

TEXT

> "A text traditionally refers to a sequence of writing, bounded by the medium on which it is written"
> (Hartley *et al.* 2002: 226)

- Extended to non-written texts, and anything that can be 'read' (*ibid*: 226-7)
  - Contexts, intertextual

MEDIA TEXTS

> Material intended to communicate meaning that is transmitted via technologies which are specifically designed for this purpose

CULTURE

> "culture [is] the set of learned behaviours, beliefs, attitudes, values and ideals that are characteristic of a particular society or population." (Ember *et al.* 2005: 217)

> "culture [is]the sphere in which class, gender, race and other inequalities were made meaningful or conscious, and lived through either by resistance (subcultures) or some sort of 'negotiated' accommodation (audiences)." (Hartley *et al.* 2002: 49)

CULTURE

- A "multi-discursive" term (Hartley *et al.* 2002: 51)
  - Many meanings, depending on context and use
- 'High' and 'low' culture
- Ideal vs. actual
- Power: who decides?
  - Ideology
  - Subcultures
- Fields, practice and literacies
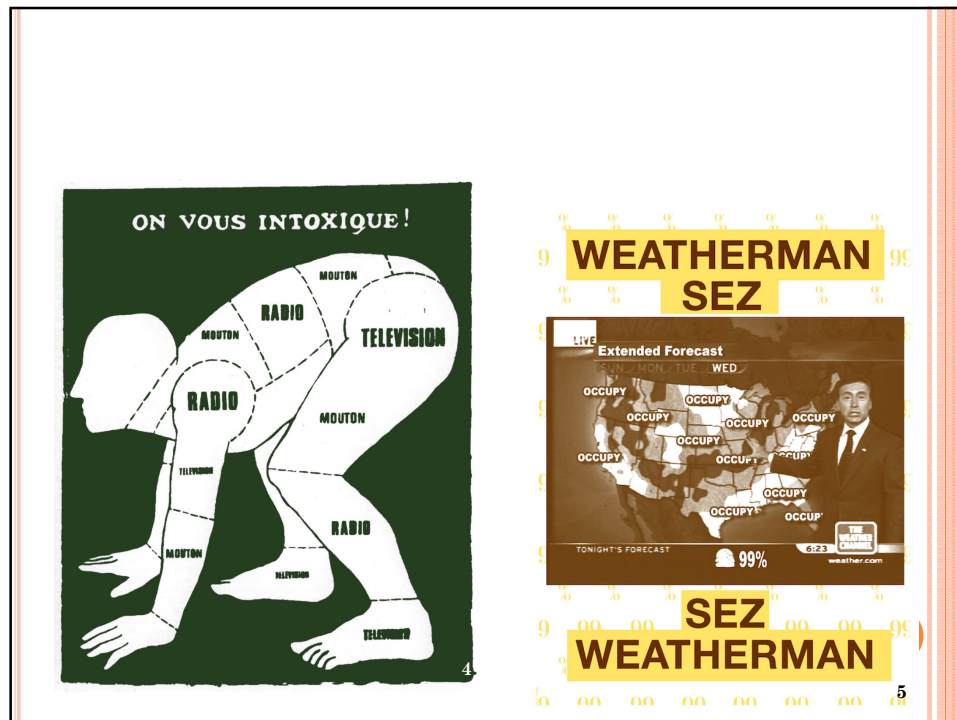
NEW MEDIA

"graphics, moving images, sounds, shapes, spaces, and texts that have become computable; that is, they comprise simply another set of computer data" (Manovich 2001: 20)

- Digital as opposed to analogue (Poster 2001)
- New media = digital media

- Affordances – potential uses, and limitations, of a technology or object (e.g. Hutchby 2001)
  - Replicability
  - Asynchronicity
  - Accessibility

'SOCIAL' MEDIA

GLOBALISATION, MULTICULTURALISM

- Globalisation – the spread of beliefs, practices and technologies around the world – is not new
  - But it's happening a lot faster
- A 'global village'?
  - Culture flows: diffusion, assimilation, adaptation
  - 'Glocalisation'
- How to reconcile different cultures?

WE'RE A VERY TOLERANT SOCIETY, BUT IF YOU DON'T BEHAVE LIKE US

... YOU CAN GO BACK TO WHERE YOU BLOODY CAME FROM

MEDIA, TEXTS & CULTURE

- Media   =   communication
- Media content   =   texts
- Culture   =   shared beliefs and practices
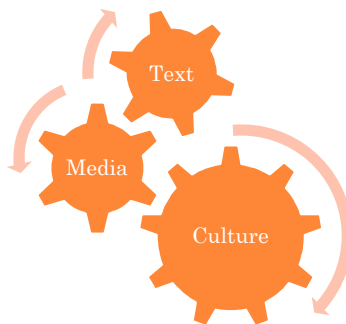
CONCLUSIONS

- Media and culture are dynamically interrelated
  - Each affects the other
- Different media have different affordances
  - These influence how media and culture are able to affect each other
- Culture is always changing, and power relations are important to understand the forms in which it appears

REFERENCES

- Hartley, J., Montgomery, M. & Brennan, M. (2002) *Communication, cultural and media studies: the key concepts*. London & New York, Routledge.
- O'Shaughnessy, M. & Stadler, J. (2008) *Media & Society*. 4th ed. South Melbourne, Vic., Oxford University Press.
- Ember, C.R., Ember, M. & Peregrine, P.N. (2005) *Anthropology*. 11th ed. Pearson/Prentice Hall.
- Hutchby, I. (2001) Technologies, Texts and Affordances. *Sociology*, 35 (2), pp.441 –456.
- Manovich, Lev. <u>The Language of the New Media</u>. Cambridge, MA: The MIT Press, 2001.
- Poster, Mark. <u>What's the Matter with the Internet?</u> London & Minneapolis: University of Minnesota Press, 2001.

IMAGES

1. Hopkins, J. (2009). Tambun cave paintings, Malaysia.
2. Magritte, R. (1968). *La Trahison des Images*. [online]. Wikipedia. The Free Encyclopedia. Available at: <http://upload.wikimedia.org/wikipedia/en/b/b9/MagrittePipe.jpg> [15 October 2007].
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