

# An Introduction to the Sociology of Media

## Why study the sociology of the mass media?

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Name and date begun:

### **Time allocation:**

2 lessons

### **Learning objectives:**

- Students should understand that the media may create ideologies which are central to the way that we organise our society and see the world.
- Media created understandings are central to our morality, norms and values.
- The media may create an ideology that we all share even if we are not aware of this process.
- There are a variety of forms of media and each has a different impact on our society

### **Key Concepts and vocabulary**

See your lesson notes for a list of ideologies and philosophies. These must be learned in addition to the following:

- Belief
- Ideology
- Mass Media
- Pluralism
- Hegemony
- Audience
- Mediation

### **Additional reading and references**

Buy a small introductory text such as:

- Graeme Burton (1998) *Access to Sociology: Media and Popular Culture* Hodder and Stoughton. The ISBN for ordering this particular book from a bookseller is 0-340-74706-4
- Paul Trowler (1996) *Sociology in Action: Investigating the Mass Media (2<sup>nd</sup> Edition)* Collins Educational. The ISBN for ordering this particular book from a bookseller is 0-00-322438-4

Note that not many of the main textbooks cover this topic very well although many are useful and you should be reading them regularly. Use the media section of the LRC

## **Personal Development ideas**

- Speak to people about their media tastes and how they have changed over the years.
- Start to look in the Internet to see how many sites there are for cultural studies and media studies. There are more than for sociology and many are very accessible and interesting
- Use CD-Rom to collect information about the development of media.

## **Overview of the debate**

- Why do we use the media?
- What are the media?
- What meanings does media have for people?
- How do they influence us, if at all?
- Can people exercise power through control of the media?

## **Revision tips**

- Be sure that you fully understand the concept of mediation
- Be sure that you understand the significance of the media as a capitalist institution for creating cultural products with the intention of creating profit.
- Consider why society needs media. What purpose does it serve for society?

## **What you should have in your folder when this work has been completed correctly:**

- A clear explanation of each of the glossary terms
- Acceptable lesson notes.
- Evidence that you have looked at least two textbooks and made notes
- Evidence that you have considered the question of what media is and what it means to people in terms of their daily lives.
- Evidence that you have attempted to collect information via the Internet and textbooks on a variety of different media.