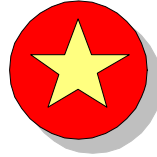


Marxism and the Media



Learning Objectives

- to revise Marxism as a theory
- to understand how Marxism differs from Pluralism as a conceptual framework for understanding the media

Skills

- Research and reporting
- Evaluation
- Essay writing

Concepts, theories and questions

- bourgeois hegemony (Gramsci)
- ideological state apparatus (Althusser)
- propaganda
- agenda setting (Lukes)
- ideological representation (Stuart Hall)

Recommended Reading

Revise *Marxism*. The simplest texts are best for this job.

When you have revised Marxism, then you should look at texts which deal with the media specifically. These references are either for Marxism, or the Marxist view of the media. *Look up as many as possible.*

Abercrombie and Warde, *Contemporary British Society 2nd Edition* (1989) p. 419

Bilton et al., *Introductory Sociology 2nd Edition* (1981) p. 214 ff.

Haralambos ed., *Sociology: New Directions* (1985) p. 408 ff.

Selfe, *Work Out Sociology* (1987) p. 114 *

Haralambos and Holborn, *Sociology: Themes and Perspectives* (1990) p. 912-4, 854-5

O'Donnell, *A New Introduction to Sociology* (1992) p. 338, 419*

Taylor et al., *Sociology in Focus* (199?) p. 540

Thompson and Priestley, *Sociology Made Simple 2nd Edition* (1996) p.236

List your own references in the space below:

Activities

Group Reporting exercise:

Attempt some of these exercises to report back to the group. No more than about 500 words (two sides of A4) is needed.

1. Look up what you can about the work of the **Glasgow Media Group**. What did they do? What have others said about their work?
2. Use CD ROM, texts and sociological dictionaries to find out about **Gramsci** and **bourgeois hegemony**.
3. Look at a variety of newspapers and attempt to identify their political allegiance. What clues showed you the allegiance of the papers which you chose to look at?
4. Ask regular readers of newspapers which parties their papers support, if you wish. Find out if they choose their newspapers to support their ideas or to have their ideas about the world challenged.
5. Look up in History texts about the infamous **McCarthy** witchhunts of the USA in the 1950s. Cue words include:
 - black lists
 - Communist Party
 - Anti-communism
 - fellow travellers
 - Senator McCarthy
 - Richard Nixon
 - House Committee on un-American activities
6. Do a content analysis of a **tabloid newspaper** and answer these two questions.
 - How much of the paper is devoted to a serious consideration of news events?
 - What view of the world do these papers offer to readers?
7. Find out about **Goebbels** and the **Nazi propaganda machine**. Cue terms include:
 - Jew Suss (Jüde Suss)
 - Leni Riefenstahl and the Berlin Olympics
 - censorship
 - indoctrination
 - the Nuremberg Rallies
8. What limitations are there to **free speech** in Britain? Use Townroe and Yates, **Sociology for GCSE**.

Use the notes that you have built up on this topic to plan your ideas for an essay answering this question.

Evaluate the contribution that Marxist writers have made to our understanding of the relationship between the media and our society.