



# Manufacturing of consent.

Technology, Media and Imagined community.

# Karakia | MANAWA MAI

Manawa mai te mauri nuku  
Manawa mai te mauri rangi

Ko te mauri kai au

He mauri tipua

Ka pakaru mai te po

Tau mai te mauri

Haumi e, hui e, taiki e

Embrace the life force of the earth, embrace the  
life force of the sky

The life force I have fathered is powerful, and  
shatters all darkness

Come great life force,

Join it, gather it, it is done

# WAIATA PUREA NEI



- Pura nei, e te hau  
Horoia, e te ua  
Whitiwhitia, e te ra  
Mahea ake nga, poraruraru  
Makere ana, nga here
- E rere, wairua, e rere  
ki nga ao, o te rangi  
Whitiwhitia, e te ra  
Mahea ake nga, poraruraru  
Makere ana nga here (x2)

The background of the slide features a close-up of a glass hourglass with white sand, positioned over a calendar. The calendar shows dates from the 19th to the 31st. The entire image is dimmed with a dark overlay. A thin white vertical line is located on the far left, and another is positioned to the right of the main text.

# RECAP FROM LAST WEEK





Poll: media  
and the news

# What is technology

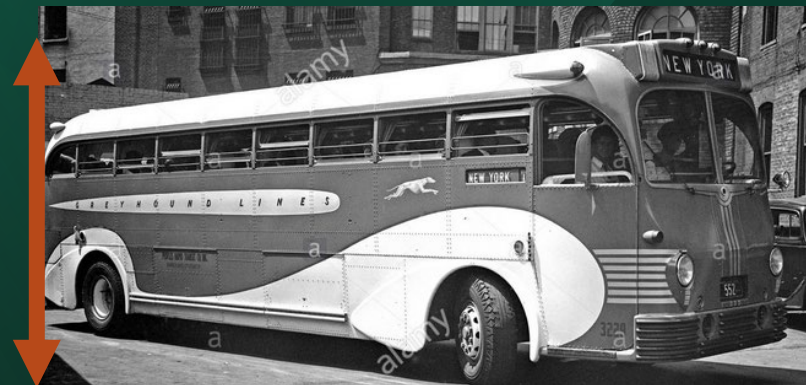
- Technologies are means to ends.
- They perform various functions
- Technology can be objects, activities, and knowledges
  - *A tool is useless unless you know how to use it.*
- Technologies reflect ideology
- Technologies have unanticipated consequences
  - Technologies interact with the social
  - The social interacts with the technological
- Technologies are not neutral
- Technologies contain bias







## Racist bridges



3.02 meters

- Can a physical structure be racist?
- Robert Moses was the designer of Jones Beach State Park in New York .
- Moses harnessed the power of design to keep Jones Beach segregated. a “whites only” public beach.
- Using his position as the Chairman of the Long Island State Park Commission, he demanded that bridges along the parkways (accesses points) that led to Jones Beach be built unusually low.
- These low bridges were not an oversight, but rather a concrete example of Moses’s racist agenda.
- The bridges barred **public buses** from accessing the beachfronts, making Jones Beach only reachable by car — an ownership demographic that unsurprisingly skewed largely toward white middle- and upper-class people.
- A municipal bus is typically nine feet, eleven inches (3.02 meters)
- Moses built his bridges nine feet high (2.74meters)
- Discrimination by design
- Contemporary technologies are also open to having bias built in.
- Watch ([Are We Automating Racism? 5mins](#)).



# Technology and social change

- Changes in technology are linked to changes in society.
- Does technology determine society (e.g. industrial society)
- Or does society determine the technology
- When it comes to technologies sociologists ask us to look at the big picture.
- The social shaping of technology and the role of technology in shaping us.
- Even single objects attach to wider systems. (Toasters).





# Media and social change



The term media refers to: the processes, forms and content of communication between a sender and a receiver.



Media contains messages that are transmitted through various mediums.




Mediums have changed over time

Watch: 2mins [The Medium is the Message](#)



Communication technologies



# media and social change



Verbal (e.g. simple words to complex songs)



Writing, drawing, carving, weaving



Paper and written  
communication,  
transportation

Changing relationships of  
distance



Mass printing,  
transportation

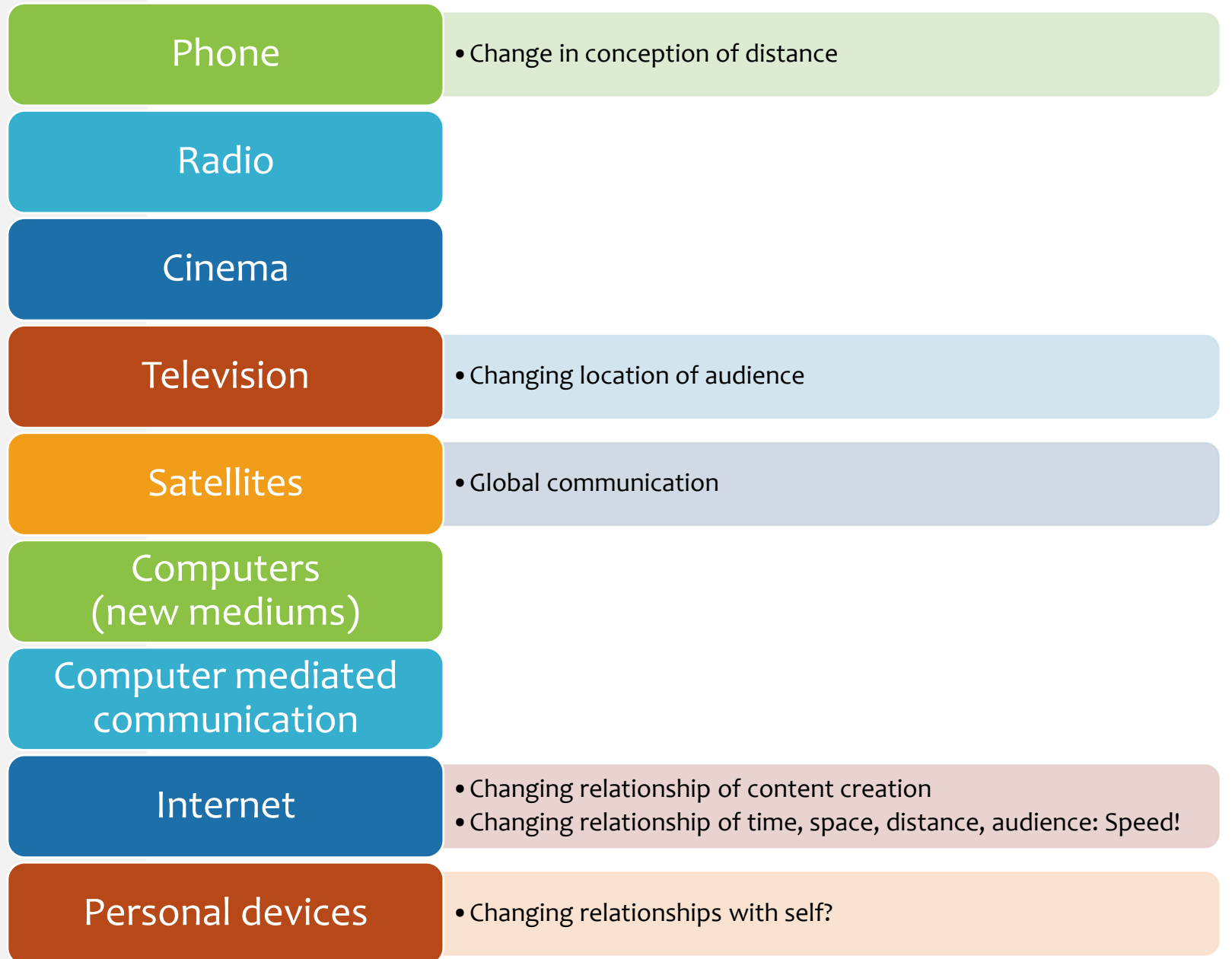
Changing relationship of  
audience



Telegraph

Changing relationship of  
speed and distance

# media and social change





# Mass media

- Mass media is the communication that convey information, education, news, and entertainment to mass audiences
- Print
  - Newspapers,
  - Magazines,
  - Books
  - Billboards,
  - Direct mail,
- Audio visual
  - Radio
  - Television
  - Cinema
- New media
  - Internet
  - www
  - New media delivery technologies, cross media company convergence
  - New interpersonal and interactive media.





# the “mass media industry,”

- the “mass media industry,” as a concept help us to pay attention to the ecology of media (the ways in which media are connect with other media, other institutions, corporations, governments etc.)
- Mass media are organizations explicitly structured and organized to create, or gather, generate, and disseminate, news and entertainment through such different media as print, radio, television, the Internet, and more recently, through new technologies such as smart devices.
- Mass media are like any industry, with well-defined organizational structure, logic, rules, and processes. Like any other for-profit corporate entity, media are subject to the economic logic of generating a product efficiently and **making profits.**

# The functions of the media:

- informational function
- instrumental function
- social control function
- communal function





# informational function



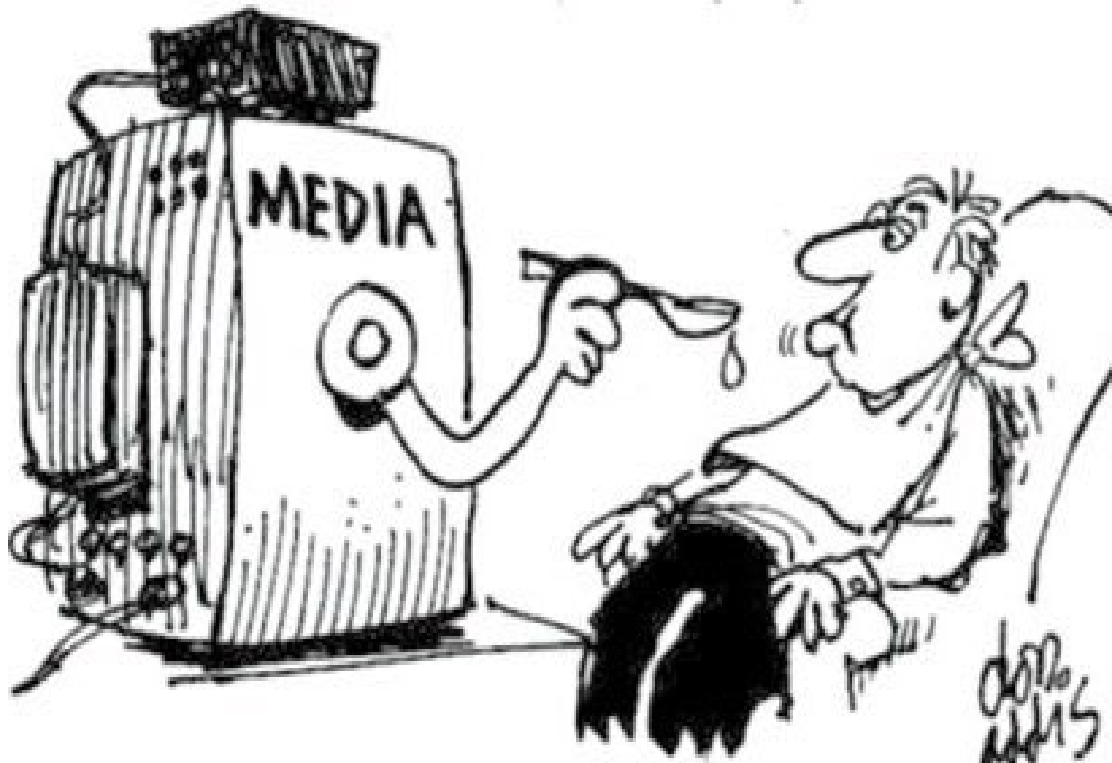
- Media and other channels serve the informational function by providing information.
- Current happenings, local and international.

# the instrumental function



- Both in times of crises as well as in ordinary times, media provide information that allows for action, characterized as the instrumental function. This has also been called “mobilizing information” by some (Lemert, 1981).
- For example: In a health context it may include announcement of dates, times, and places for screening, vaccination, or free clinics.
- The instrumental function of media offers information that is practical and directly leads to action on the part of the audience.

# The social control function



- The social control function of media has been well-documented
- Media define the parameters of debate, social norms and acceptable behaviours.
- The social control function includes elements of coercion, though media typically soften the coercion through ideological acceptance.



# Remember hegemony

Force can be used as a system of control

When ideological acceptance of dominant norms, beliefs, and behaviours exist, force is **not** needed.

To create ideological acceptance a “cultural hegemony” is created through the institutions (e.g. education, media).

We accept the dominant beliefs as common sense. Common “life styles”

Our consent (to the status quo) is therefore manufactured and maintained.

The propaganda model of media analysis (watch: 5mins [Noam Chomsky - The 5 Filters of the Mass Media Machine](#))

# The communal function



- Last, the communal function of media includes building a sense of community, social connectedness, norms of reciprocity, and access to social capital
- Media use, particularly of local media, engenders a spirit of connectedness and identification with the local community, allowing for social action in pursuit of the interests of the community.



# Imagined communities

- In his study on nationalism and the construction of “imagined communities”
- The advent of the printing press and printed works. A common language was created through the material.
- This increased access, Anderson found it difficult to imagine the existence of extreme linguistic differences.
- Print technology and newspapers allowed people to know of one another from the middleman to the imagination.
- the “very existence and regularity of the-making, to imagine themselves residing in a common time and place, united by a print language with a league of anonymous equals”

## FUN FACT

The term “imagined communities” was coined by Benedict Anderson in his 1983 book *Imagined Communities*. The term was applied to early printed works, such as the Gutenberg Bible, which was the first major work printed using movable type. The traditional method of printing each letter individually was replaced by the use of movable type, which lowered the cost of printing and made it possible to print in larger quantities.

This work was a significant step in the increasing use of print technology, which was then used for the production of newspapers and other mass media. The durability of the printed word allowed for the creation of a common language and a shared sense of community.



# New media

- Social media
  - Addiction?
  - Identity formation
  - Body image ([see here](#))
  - Fake news? “click bait”, “rage bait”.
  - Hate content
  - Digital activism
- Post truth?
  - *post-truth* defined as ‘relating to or denoting circumstances in which objective facts are less influential in shaping public opinion than appeals to emotion and personal belief.’
- Conspiracy
  - Algorithms
- Surveillance
  - As you watch technology, technology is watching you.
  - [Shoshana Zuboff on surveillance capitalism](#) (watch from 2.43-8.25 5mins)
  - Targeted information (advertising or political or propaganda)
- AI



CONCEPT(S) OF THE WEEK



WEEK WEEK WEEK WEEK WEEK

2

# Five Key Concepts

- 1. All media messages are 'constructed.'
- 2. Media messages are constructed using its own language, style, techniques, codes, conventions, and aesthetics.
- 3. Each person interprets media messages differently.
- 4. The media contain ideological and value messages.
- 5. The media have commercial interests, social interests and political interests

A black and white line drawing. At the top, a hand emerges from the left, holding a large, rolled-up scroll. Below the scroll, a row of stylized human figures is shown from the chest up, each holding and reading a book. The figures are simple, with circular heads and rectangular bodies. The background is a light gray with some faint, sketchy lines.

# To study mass media remember

Who (says) What (to) Whom (in) what Channel (with) what effect?  
How do we know it is true?

Watch: Manufacturing Consent Noam Chomsky and the Media (Documentary) 1080p

<https://youtu.be/Li2m3rvsOoI?si=UrHxpuhxNVSA3B6q>