MODULE 14 - CULTURAL STUDIES.

Theodore W. Adorn - Culture industry Reconstructed.

- It is written in 1963.
- It was written in German.
- Original title in German - Resume Uber kulturindustrie.
- The term first appeared in Dialectic of Enlightenment(1947) by Adorno and Max Horkheimer.
- In the essay, the expression mass culture is replaced with culture industry.
- He prefers the culture industry because of the commodification of cultural forms and artistic objects.
- The culture industry indicates both high and low art.
- Main themes -
  - The characteristics of the culture industry.
  - The culture industry is dominated.
  - The culture industry's domination of the individual's landscape.
  - And the characterization of the products of the cultural industry as "rubbish" and "barbarity."

STUART HALL - ENCODING/ DECODING

- Titled 'Encoding and Decoding in the Television Discourse', Hall's essay offers a theoretical approach of how media messages are produced, disseminated, and interpreted
- Published in 1973.
- The encoding of a message is the production of the message.
- The decoding of a message is how an audience is able to understand, and interpret the message.
- Develops four stage model of communication -
  1. PRODUCTION - where the construction of a message begins.
  2. CIRCULATION - How individuals perceive things: visual vs. written.
  3. USE (Distribution and consumption) - For a message to be successfully "realized", "the broadcasting structures must yield encoded messages in the form of a meaningful discourse. The decoding/interpreting of a message requires active recipients.
  4. REPRODUCTION - What is done with the message after it has been interpreted is where this stage comes in. At this point, you will see whether individuals take action after they have been exposed to a specific message.

LAURA MULVEY - VISUAL PLEASURE AND NARRATIVE CINEMA

- First appeared in Screen in 1975. (written in 1973)
- Originally published in 2013

- She exposes how the unconscious of patriarchal society has structured film form.
- In the essay, Mulvey enlists the theories of Freud and Lacan.
- In her first section, of the essay,"Pleasure in Looking/Fascination with the Human Form," Mulvey applies Freud's theory about one form of pleasure; scopophilia. (pleasure of looking)
- It is about "taking people as objects, [and] subjecting them to a controlling and curious gaze.
- Mulvey's second section: "Woman as Image, Man as Bearer of the Look." is more concerned with what is happening inside the screen.
- Mulvey argues that within film, males are the active viewer and females become the passive subjects, meant to represent male desire.
- John Berger first used the term male gaze. (Mulvey says it is made up of scopophilia and ego.)
- According to Mulvey, the dark and quiet space that creates an illusion is called voyeurism.
- According to Freud and Mulvey, women represent the threat of castration.
- The movies mentioned in the essay - Vertigo, Rear Window, Marnie.
- Mulvey uses psychosnalysis for political ends.
    ### 4. *JUDITH BUTLER - " SUBJECT OF SEX/ GENDER/ DESIRE.*
- Discussed in "Gender Trouble: Feminism and the Subversion of Identity."
- Published in 1990
- He argues that gender is a kind of improvised performance.
- Examining the work of the philosophers Simone de Beauvoir and Luce Irigaray, Butler explores the relationship between power and categories of sex and gender.
- Judith Butler's idea of gender is phenomenal.
- According to Butler, feminism comes under lived experiences.
- Butler refers to two feminist philosophers and theoreticians Simone de Beauvoir and Luce Irigaray. Beauvoir states that "one is not a woman but becomes one",

ANGELA MCROBBIE - POSTMODERNISM AND POPULAR CULTURE.

- Angela McRobbie FBA is a British cultural theorist, feminist and commentator
- The essay is originally published in 1994
- It includes 11 essays.
- A key theme is the notion of postmodernity as a space for social change and political potential.
- Her most famous book The Aftermath of Feminism (2008)