

Media, Culture, and Power

- Sting and Rapni

Week 3: Sept. 23, 2003

Announcements / Recap

- CI-H
- Globalization
- Culture Theory
- Fieldwork / Ethnography
- Media, Culture and Power

How study culture?

- Fieldwork
 - Participant - observation
 - Language
- Ethnography
 - “native’s” point of view
 - In their own terms

First, just dive in.

Paradox of the Global Village

- Global awareness
- But uncertain connection to the problems
 - How bring about change?
 - What devil's compact with publicity is necessary?

Japanese film “Go” explores Korean-Japanese racism and the power of youth culture

“activist imaginary” (Marcus)

- to pursue traditional goals of broadbased social change through a politics of identity and representation
- emancipatory projects ... raising issues of citizenship and the shape of public spheres (*MW*, p. 8)

Sting and the Kayapo

Meg McLagan on Tibet

- Opposing and sometimes complementary processes:
 - commodification
 - politicization

FreeTibet.org T-Shirt

Mass mediated intercultural movements

- Objectification of Tibetan culture
- Celebrities
 - Richard Gere
 - Dalai Lama
- Images and spectacle = central to legitimacy in politics (p. 91)

R. Gere and Dalai Lama
from www.amis-tibet.lu

Cultural difference as unstable actor

- McLagan: cultural difference is doing "new kinds of work" in the creation of alternative modes of publicity and political subjectivity in American activist and media contexts. (p. 93)

Beastie Boys/Tibet Conference