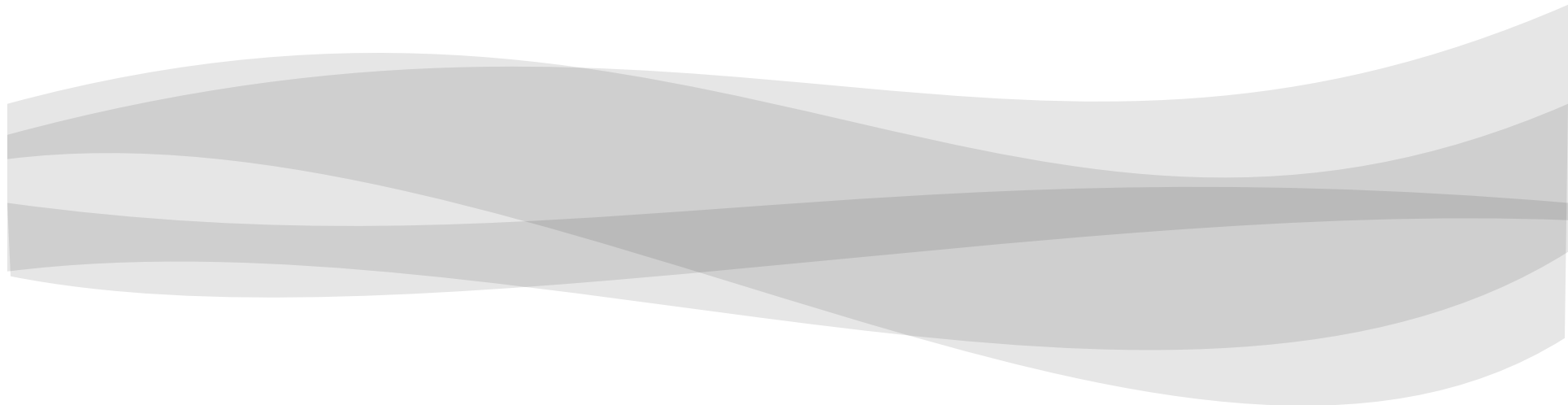


Media Anthropology



Introduction

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Introduction to Media Anthropology

22.& 23.10.10.2015

Agenda:

First Day 22.10.15

- General Introduction
- Film & Discussion
- Central concepts (lecture):
 - Media appropriation
 - Small alternative media

I General Introduction

Methods:

- Lectures & Discussions
- Discussion of media samples, cases
- Reading at home-> Texts by Boyer, Englert

<http://blogs.fu-berlin.de/mediaanthro/>

I General Introduction

Outline of the Course:

- **General introduction** into a sub-field of our discipline-

anthropological approach to media:

- significance of media in daily life
- media as Cultural Expression
- media, globalisation & social change

- **Contemporary research fields**

- (Main) **concepts** (media, mediation, public sphere, medialisatation ..)

- (Selected) contemporary **debates**

Note: The **case studies** *exemplify* fields of study, concepts, debates, method;

These are not „representative“ for media anthropology nor stand for regionally reduced approaches

Anthropology in general:



- studying *anthropos*, mankind, in its unity & diversity
- consequence: “western” societies & cultures- part of global diversity
- mankind – unity of the social, cultural & biological

Aspects

- no unilateral theories; holism
- local case studies- -> in comparative perspective
- looking beyond simple facts- > patterns
- emic perspectives
- ethnography – method & representation

What does this mean for the study of media?

Two definitions:

A)

Medium /pl. media:

A means of mass communication, such as newspapers, magazines, radio, or television.

Two definitions:

B)

Medium-

–everything that is helping to transmit & exchange meaning

–“An intervening substance through which something else is transmitted

or carried on, for transmitting or producing an effect”

–“An agency by which something is accomplished, conveyed, or transferred”

–(Dictionary of the English Language, Fourth Edition copyright ©2000 by Houghton Mifflin Company. Updated in 2009)

–A) large definition /a means or feature of communication, transmission

–B) more narrow definition / media technologies, mass media

(newspapers, magazines, radio, film or television).

Media Anthropology:

- **A wider definition of media, including small media)->**
- Processes of local media appropriation:
political & cultural power vs. emancipation
- Media in everydaylife - interpretation & comparative analysis
- The Social life of media - production/cirulation/cultural effects
- Global mediascapes – local dimensions & transnational connections
- cultural & social change through media

-> Prezi-Presentation

Defining and Researching Media & Mediation – Anthropological Approaches

Text discussion

Dominic Boyer

2012. From media anthropology to the anthropology of mediation. In R. Fardon, O. Harris, Trevor H. J. Marchand, M. Nuttall, C. Shore, V. Strang, & Richard A. Wilson (Eds.), *The SAGE handbook of social anthropology*. London: SAGE Publications Ltd, pp. 411-423.

->Contemporary challenges of Media Anthropology

->new focus on mediation

Media & Mediation

- Mediation as a process
- Connections between actors, material objects, ideas, infrastructures.. (->ANT)
- Mediation, translation & transformation

Sources:

- > Blog- <http://blogs.fu-berlin.de/mediaanthro/>
overviews, media samples

Library:

- Online : Primo
- > A) OSI-HA 49 Grätz (main reading room, Ihnestr.21)
- Introductory readers
- Selected monographs
- B) Library Garystr.55:
- Communication studies section- shelves reading room (signed „LA-LB-LC..“
oder “AP “)

Further Q & A

Introduction to Media Anthropology

Film & Discussion:

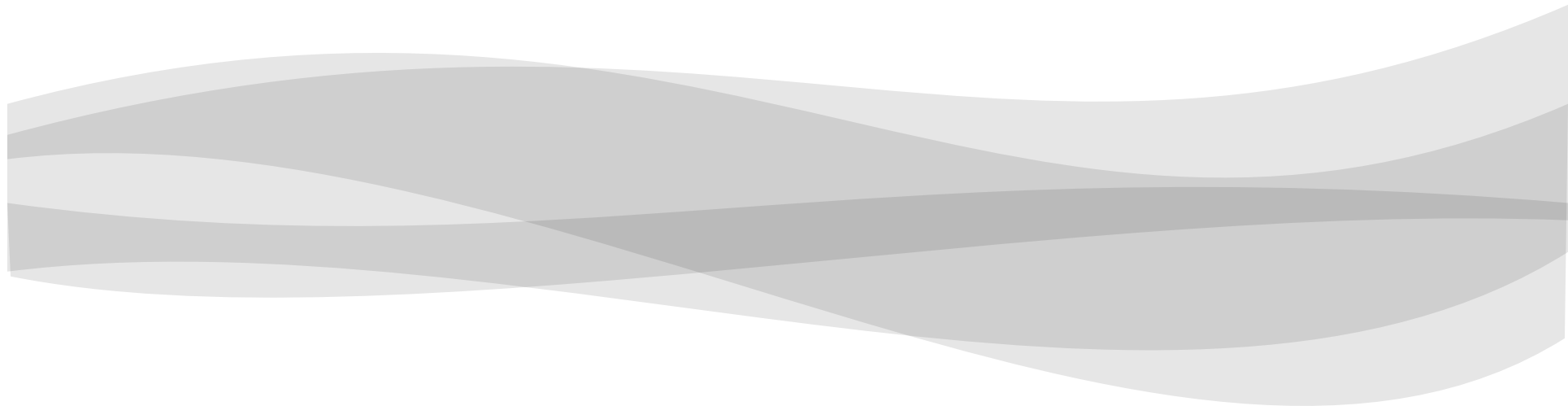
„This is Nollywood“->

- Particular modes of media production
- Aesthetics and Meanings
- Significance of media in everyday life:
 - **Between public & private consumption**
 - **Imagination**
 - **Moral debates**

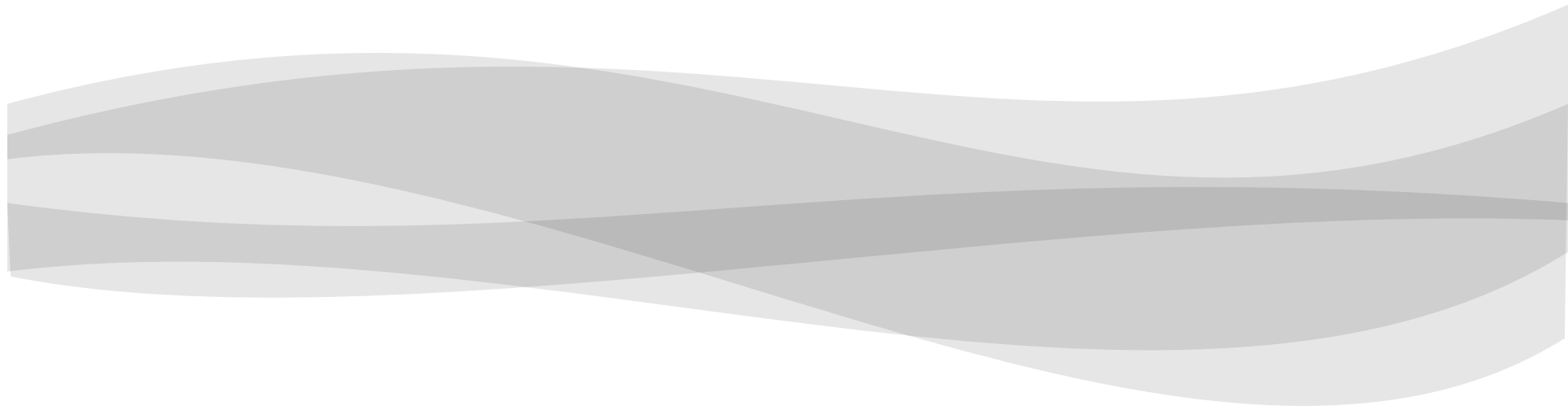
Media Anthropology



Public sphere(s), small
alternative media & popular
culture



Public sphere(s), small alternative media & popular culture



Historico-normative approach (Habermas)

Jürgen Habermas the public sphere:

- From - 19th century: connected to aspiring bourgeois classes
- New spaces of communication, enabling liberal exchange of best arguments
- Particular sphere in society detached from the state, with sub-spheres
- Tendency towards domination by media industries

Functionalist approach (Sociology, media sciences)



public sphere:

- A particular realm of society, as differing from other realms (economy etc.)
- Related to modes of communication & reflexivity
- Consists of various sub-spheres -> according to people & media involved

Merten (2000):

- Individual encounters (“Begegnungsöffentlichkeit”)
- Public Events (“Veranstaltungsöffentlichkeit”)
- Mass-mediated (Massen-Mediale Öffentlichkeit)
- (with increasing cross-links)

Public sphere(s)- Debates:

- Problem of normative approaches (liberal expression)
- historical developments-> Western societies;
- technological determinism

Applicability to other regions?

importance of

a) communication in semi-public spaces: rumor mills, non-official exchange of information, (->> “radio trottoir”, Ellis 1989)

2) interrelated, semi-anonymous spaces of communication (pubs, radio talk-in shows)

3) multiple spaces with their own logics<-> interrelations

Public sphere(s)- Debates:

Perspective:

-> Plural Use

-> Indefinite Boundaries

-> Avoiding determinism

-> Power relations

Spitulnik 2002

Table 8.1
Media Typologies and Their Properties

	Mass Media	Small Media	Interpersonal Media
Scale	mass scale - production - distribution - consumption	smaller scale - production - distribution - consumption	individual/ interpersonal scale - production - distribution - consumption
Mode	“modern” electronic and mechanized technologies and communication formats established and stable innovative within bounds	“postmodern”? a blend of new & old technologies and communication formats less established innovative sometimes transitory	“traditional” oral and non - mechanized technologies and communication formats established and stable often innovative
Direction	non-face-to-face primarily one-way flow vertical communication	<<- both ->> Multi-directional flow vertical & horizontal	Face-to-face Multi- directional flow Vertical & horizontal
Production Structure and Participant Structure	Producers are dis- tinct from consumers Receivers may act as distributors Minimal participation Centralized sites of production and distribution	Producers are also consumers Receivers may act as distributors Often participatory Multiple sites of production and distribution	Producers are distinct from consumers Receivers may act as distributors Minimal participation Centralized sites of production and distribution

Table 8.2
Alternative Media and Their Properties

	Use of conventional <i>mass media technologies</i>	Limited or no use of <i>mass media technologies</i>
Visible, public	Take over of state broadcasting institution	Mass protest, boycotts, strikes
In dialogue with agents of the state	Independent press private-run radio	Writing letters to politicians
		Small Media
		Posters
		Flyers
		Graffiti
	Community Radio	Independent videos
	Community newsletters	Web pages
		Facsimiles
		Internet listservs
		Cassette tapes
Less direct dialogue with agents of the state	Pirate (clandestine radio)	Jokes Parodic or cynical genres
		Radio trottoir
Less visible	‘Underground’ newspapers and magazines	Rumors

Small Alternative Media (Debra Spitulnik 2002)



- limited scope
- mediating role between
 - spheres of public mass media & interpersonal communication,
 - individual & society
- includes also
 - indirect modes of communication & their effects;
 - Symbolic & Encoded Meanings

- Users most often also Producers

-> wider definition of media, including various media forms,
popular culture

-Today mainly use of ICT

Small Alternative Media:

Examples:

- K7, DVD pirated copies;
- Posters
- Popular paintings
- Graffitis
- Posters->>>calendar posters/Nigeria
- ->>>popular culture :

<http://de.padlet.com/wall/13lhfb16vbjf>

Small Alternative Media:

Further Examples:

- SMS, weblogs, twitter, facebook, mailign lists, newsforum

But also

- popular proverbs, stories, etc.

Potential: *to create- new communicative spaces and transnational connections*

(appropriation & translation fo global images)

Small Alternative Media:

- Everyday Creativity, easy access
 - Importance above all in restrictive media systems
 - backstage discourse
 - Subversive potential & and limits („Arab Spring“)
- >> social media: no longer small, no longer alternative

Sources:

- Spitulnik, Debra. 2002. "Alternative Small Media and Communicative Spaces." In *Media and democracy in Africa*. ed. Göran Hydén, Michael Leslie, Folu F. Ogundimu and Goran Hyden, New Brunswick, NJ: Transaction Publishers, 177-205.
- Ellis, Stephen 1989. Tuning in to pavement radio. *African Affairs* 88, 352, 321-30