



# Media Studies

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# media studies.

the study of the mass media as an academic subject



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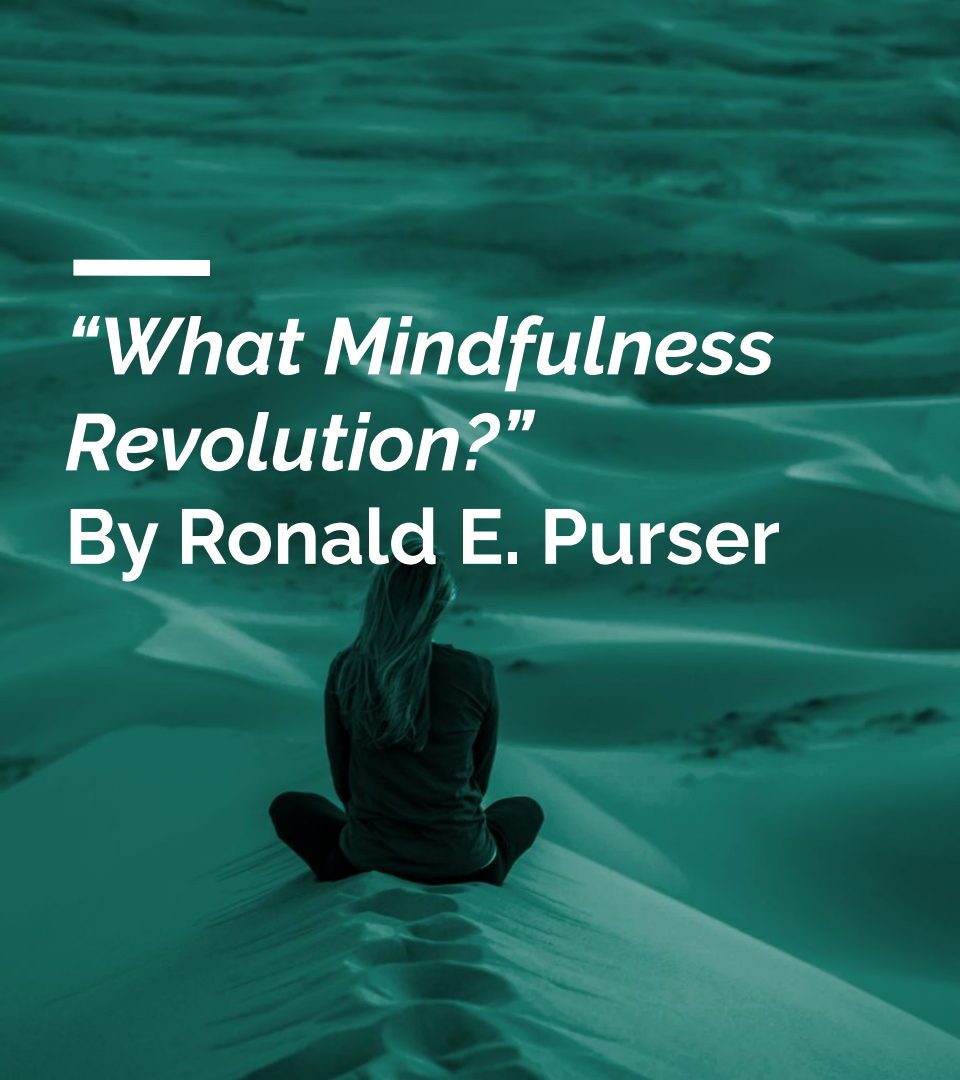
# Outline

*What Mindfulness Revolution?* by Ronald E. Purser

*Beyoncé and Social Media: Authenticity and the  
Presentation of Self* by Melissa Avdeeff

*The I in the Internet* by Jia Tolentino

*“We are Here for You:” The It Gets Better Project,  
Queering Rural Space, and Cultivating Queer Media  
Literacy* by Mark Hain



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# *“What Mindfulness Revolution?”*

## By Ronald E. Purser

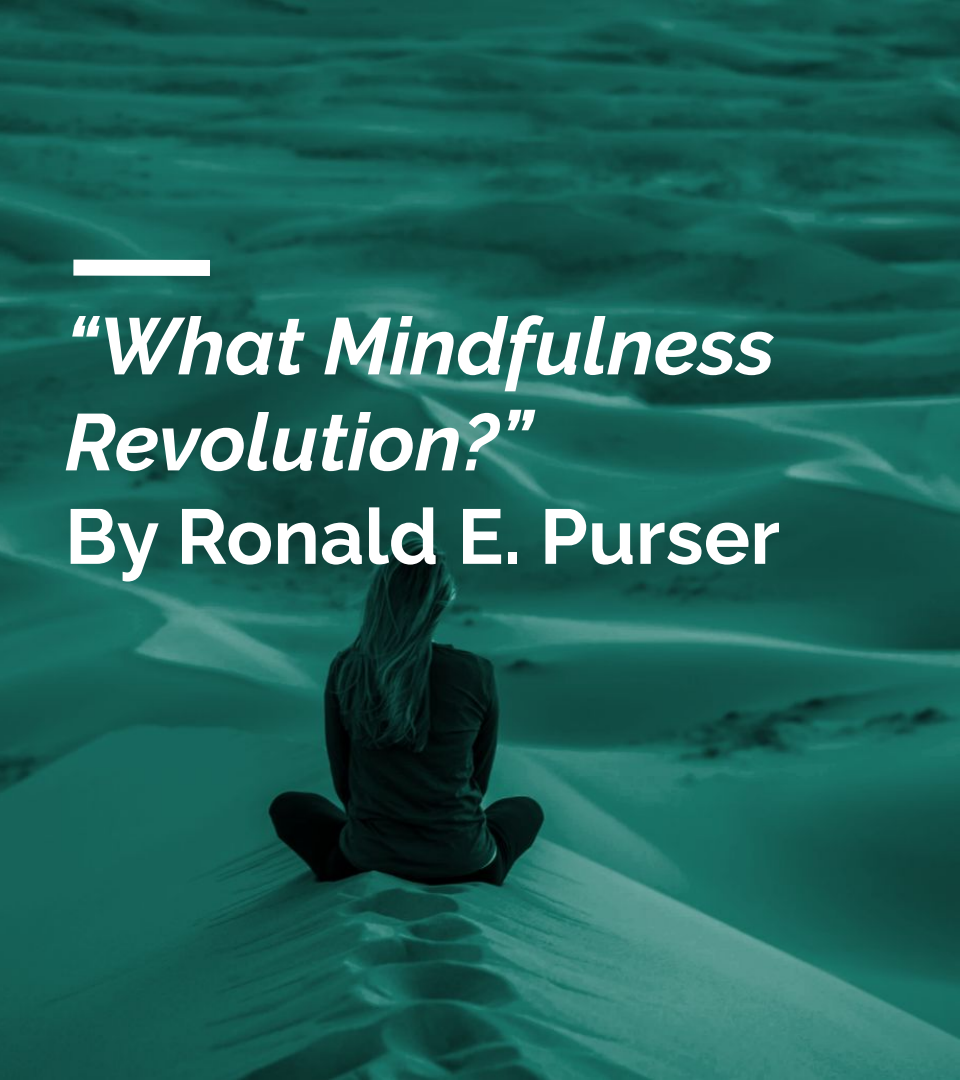
The mindfulness movement is **lying** to you.

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**Mindfulness is not revolutionary.** It tells us that our suffering is within ourselves, **not in a problematic system** and broken world.

**Mindfulness is naive.** It assumes everyone is free to **choose** their emotions and to flourish.

**Mindfulness has been commodified.** It's been falsely branded to **make money**.



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# *“What Mindfulness Revolution?”*

## By Ronald E. Purser

The mindfulness movement is **lying** to you.

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**Situation.** A culture that is increasingly being dominated by the mindfulness movement.

**Purpose.** To persuade and **argue for *real* change**, not to be self-satisfied with a facade of revolution.

**Appeals.** Purser uses **pathos** (indignation, fear) and **ethos** (as a Buddhist) to convince the reader.

**Audience.** To anyone, intentionally or unintentionally, who has fell into the ‘trap’ of ‘mindfulness’.





# *"The I in the Internet"*

## By Jia Tolentino

The internet has **changed** how we think and process information.

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**Solidarity is seen as a matter of identity.** Because of how social and political solidarity are blending together, support has turned into a show of identity rather than morality.

**Your outward actions are just an elaborate act.** Your personal presentation is situational based, and is affected by the audience you are trying to present yourself to.

**Identity has become the focal point of media** where everything is curated and centered around us and our interests.

**Media is designed to tell us what we want to hear.** If we were to get the full scope of information, we would constantly be overwhelmed.



# *"The I in the Internet"*

## By Jia Tolentino

The internet has **changed** how we think and **process information**.

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**Situation.** The way that media shapes our perception of the world and other people, as well as how we use it to affect others perceptions of us.

**Purpose.** Tolentino attempts to expose all the problems with social media, and lift up the masks that we've built up around ourselves.

**Appeals.** Tolentino uses mostly ethos and pathos, mixing citations of well-known sociologers with personal experiences.

**Audience.** The author is writing to the part of the population that uses social media, while also calling awareness to others affected by that usage.



A woman with long dark hair is smiling and taking a selfie with a smartphone. She is wearing a black top and a necklace. A laptop is visible in the foreground. The background is a warm, orange-toned wall.

# *Beyoncé and Social Media: Authenticity and the Presentation of Self*

By Melissa Avdeeff

## Social media, and its ability to shape identity

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**Contradiction in authenticity.** What we believe to be an authentic snapshot into social media stars' lives is actually delicately constructed.

**Presentation of Self.** Achieved by creating a dichotomy between a performance persona and a more personal identity.

**Perception of Reciprocity.** There is an effort to create the impression of a strong and personal bond between celebrities and their fans.



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# *Beyoncé and Social Media: Authenticity and the Presentation of Self*

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## Social media, and its ability to shape identity

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**Situation.** The immense power that social media has and the way that social media is used to convince us of.

**Purpose.** To highlight the effect that social media has on us and to better judge what is authentic versus not.

**Appeals.** Avdeeff primarily uses logos with a focus on statistics but also supports it through the lives of the celebrities.

**Audience.** Her audience is the 4 billion people who use social media frequently.



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# *“We are Here for You”: The It Gets Better Project, Queering Rural Space, and Cultivating Queer Media Literacy*

By Mark Hain

Popular media brought the queer community into the **spotlight** in positive and negative ways.

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The queer community is less accepted in rural communities as opposed to urban ones because of the lack of cultural influence.

The It Gets Better (IGB) project gave sometimes misguided information young queer people. While created in good faith, it often encouraged ‘waiting it out’ and less initiative.

Pop culture helped spread queer acceptance, but often created distorted appearances. While pop stars partially normalized many aspects of the LGBTQIA+ community, it presented an augmented image.



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# *“We are Here for You”: The It Gets Better Project, Queering Rural Space, and Cultivating Queer Media Literacy*

By Mark Hain

Popular media brought the queer community into the **spotlight** in positive and negative ways.

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**Situation.** The situation that Mark Hain is covering in his writing is the rural queer community and the effect pop culture and media had on it.

**Purpose.** Mark Hain seeks to identify and investigate effects media has on the younger members rural queer community.

**Appeals.** Mark Hain primarily uses **ethos** and **pathos** in this essay with his anecdotes and quotes, with a little bit of **logos** in the statistics he uses.

**Audience.** Mark Hain is writing for students seeking to learn more about the effects of media on the queer community.

**Purser.** Through corporate interests, positive Buddhist principles of self-restraint and self-understanding spread but were corrupted.

**Avdeeff.** Media enables celebrities to take back control, but at the same time distorts what is their real identity.

**Hain.** The queer community can be made feel accepted in the media or feel fetishized and misrepresented.

**Tolentino.** Social media gives a way for people to share about their identity, but also get overwhelmed by information, and have their voices drowned out.

# Media is never just good or bad.



**Purser.** The nuance and ethics of Buddhist principles were shoved into the marketable mold that is mindfulness.

**Avdeeff.** No matter the type of media, interpretation—through means of assumption or generalization—warps reality.

**Hain.** The media over-simplifies the queer community, its members, and its practices into “acceptable” behaviors normalized by pop culture.

**Tolentino.** Hashtags can spread information, but also compress complex topics into simple words or phrases.

# Media over-generalizes.

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# Media & Reality

How do our impressions of media affect reality outside of it?

How are your real-world interactions shaped by media?

Does media have an impact on what you believe in?

How do you choose media to experience?

Can we control what we believe?

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# Media & Solutions

Should media be regulated?

Is running political ads on social media ethical?

Does the media accurately represent political figures? If not, should it still be a factor in our forming opinions about them?

# Thanks!

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