Study Guide #3

The third exam will cover all lectures and in-class videos since the last exam and it will also include the following readings:

PR! A Social History of Spin Chapter 15 and 16.

A Brief History of Neoliberalism: Introduction, Chapter 3.

“Globalization and the Power of the Image.”

1. Corporate News as “Entertainment”

a. Corporate-owned “news/journalism”: concentration of ownership, corporate goals, expansion, cost reduction strategies, consequences/results-for news, for citizenry.

b. News as “entertainment”: “look”, violence, natural disaster, disease, celebrities, culture of fear.

c. Social construction of “unreality”: Hurricane Katrina, the “stranger,” death by Ebola.

Terms: concentration of ownership, shared monopoly, “wrapper,” “package,” hook, teaser, manufacture of consent, “if it bleeds it leads,” Annenberg Study.

2. Corporate News as Propaganda

a. Profit and propaganda: cost cutting, dependency, consequences for democracy.

b. Militainment: war propaganda as entertainment, look, stories, experts, lies, “truth” vs entertainment, consequences.

Terms: press conferences/ briefings, press releases, “experts,” investigative journalism, balance, think tank, VNRs, GNRs, centralized sources, shared service agreements, consumer, public relations firms, press releases, “objectivity/balance,” “dumb bombs,” cluster bombs, depleted uranium, Wag the Dog, ethnic cleansing, blowback.

3. Social Construction of Neoliberal Utopia

a. Utopian narrative: process as natural and inevitable, driving forces, end point.

b. Social Construction of “Utopia”: function of nation-state, international institutions, global media, U.S. military, higher education

Terms: utopia, globalization, TINA, free market, freedom, laissez faire, deregulation, privatization, IMF, World Bank, WTO, NAFTA,GATT, austerity, intellectual property rights, financial liberalization

4. Theory of Collective Power

a. Collective Power: collective action, progressive social change, examples, successes

b. “Waking the People”: conditions necessary for social movement to emerge.

c. “Taming the People”: institutions of social control and their function

Terms: disenfranchisement, de jure segregation, social role, collective bargaining, COINTELPRO, Ludlow Massacre, “American exceptionalism,” Lawrence Textile strike, grassroots, shape up, speed up, ideology, non-violent civil disobedience, direct action, sit-down strike, general strike, boycotts, cognitive liberation, social dislocation, elite, social strain, scapegoating, police militarization.