

Media Activism

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What is Media Activism?

Media

- Anything engaged with, not face-to-face (screens, billboards, graffiti, etc) that proposes an idea or meaning
- Very few companies controlling a lot of media outlets.
- Frontend: activism, reaching out to people
- Backend: corporations collecting data on us

Activism

- The widest range of attempts to inflict change

Reactionary Tendencies

- Generally disparaging. Roll back social progress to a "better" previous time

Progressive Tendencies

- Social justice, pro-climate, anti corporations and anti other products of modernization

Material Power

- Actually things that are tangible
- Corporations, governments, laws, policy, etc

Symbolic Power

- How people perceive things, public opinion, what people think

Janus Head Strategy / Hegemony

- Institutions that promote a particular world view, that often overlap or are similar
 - Creates a unified expectation
 - Power comes from cultural institutions that can make it seem invisible