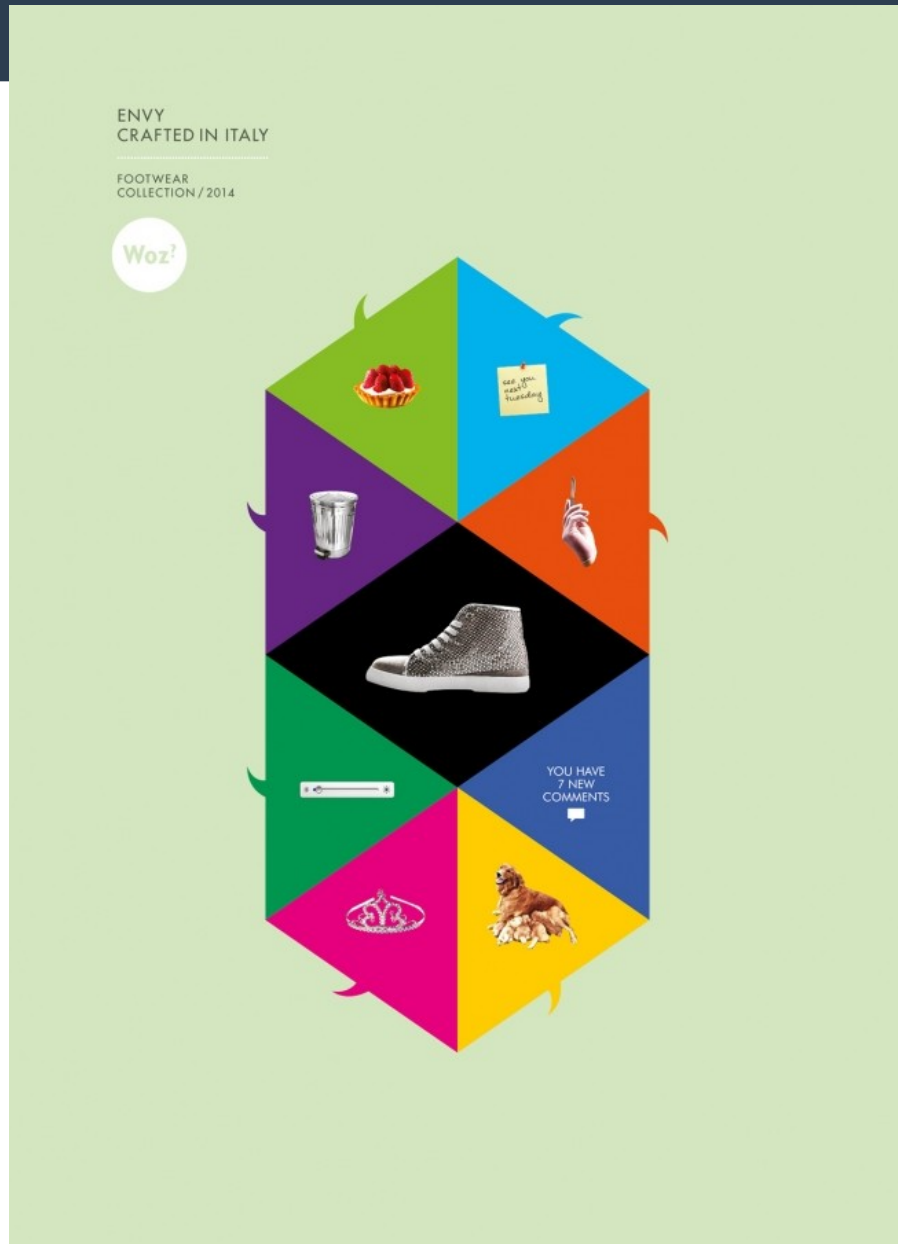


# SOCL923



## Working with texts I: Textual Analysis and 'inside culture'



# Week 2 overview

- **A. Techniques for working with texts & documents**
  - Zotero and managing references
  - Reading academic articles – **5 steps to grasp argument**
- **B. Work on Couldry's introduction from *Inside Culture: Re-Imagining the Method of Cultural Studies***
  - Exploring implications of Couldry account of culture, power, and experience for your research project
- **C. Prepare interview questions & interview with guest**



# Techniques for working with texts: e.g in Zotero

The screenshot displays the Zotero desktop application interface. On the left, a sidebar shows a hierarchical list of folders, with 'socl923' currently selected. The main pane in the center lists a collection of items, primarily books and journal articles, with the entry 'Exhibiting repair in twenty-first-century reinstallations of African collections' by Beutin highlighted. On the right, a detailed view of the selected item is shown, including its title, author, publication details, and various identifiers like DOI and ISSN.

Title	Creator	It...	▲	▼
Graphesis — Johanna Drucker   Harvard University Press		Web ...		...
Debtor publics: tracking the participatory politics of consumer cr...	Deville	Journ...	2015	D...
Industry Conceptions of Audience in the Digital Space	Turow and D...	Journ...	2014	T...
Chalk of Fame	Smeltzer an...	Journ...	2014	S...
Theorizing Production/Producing Theory (Or, Why Filmmaking Re...	Jr	Journ...	2014	Jr...
Media witnessing and the ripeness of time	Frosh and Pi...	Journ...	2014	Fr...
Experimental Ethnography Online	Fortun et al.	Journ...	2014	F...
Experimental Ethnography Online	Fortun et al.	Journ...	2014	F...
Exhibiting repair in twenty-first-century reinstallations of African ...	Beutin	Journ...	2014	B...
Rethinking Asianism and method	Lo	Journ...	2014	L...
Slow Art in the Creative City: Amsterdam, Street Photography, an...	Lindner and ...	Journ...	2014	Li...
Fieldwork in Social Media: What Would Malinowski Do?	Markham	Journ...	2013	M...
Digital sociology		Encycl...	2013	...
Reassembling Social Science Methods: The Challenge of Digital D...	Ruppert et al.	Journ...	2013	R...
Jonathan Sterne. MP3: The Meaning of a Format. Durham, NC: Duk...	Waksman	Book	2013	W...
Twitpic-ing the riots: analysing images shared on Twitter during t...	Vis et al.	Book	2013	Vi...
Rethinking empirical social sciences	Ruppert	Journ...	2013	R...
Ethnographic Research 2.0: The potentialities of emergent digital ...	Murthy	Journ...	2013	M...
Privilege, agency and affect: Understanding the production and ef...	Maxwell and...	Book	2013	M...
Riots, Restraint and the New Cultural Politics of Wanting	Jensen	Journ...	2013	J...
Mumsnetiquette': online affect within parenting culture	Jensen	Book	2013	J...
Participatory Television: Convergence, Crowdsourcing, and Neolib...	Fish	Journ...	2013	Fi...
Popular Culture and New Media : The Politics of Circulation	Beer	Book	2013	B...
Configuration	Suchman Lucy	Book	2012	S...
The Question of Method: Practice, Reflexivity and Critique in Visu...	Rose	Book	2012	R...
What is media archaeology?	Parikka	Book	2012	P...
A Failure of Convivencia Democracy and Discourse Conflicts in a V...	McKnight	Journ...	2012	M...
The handbook of visual culture	Heywood et al.	Book	2012	H...
Media, society, world: Social theory and digital media practice	Couldry	Book	2012	C...
Society Counts - British Academy	British Acad...	Report	2012	B...
A manifesto for live methods: provocations and capacities	Back and Pu...	Journ...	2012	B...
Pramfaced Girls: The class politics of "Maternal TV"	Tyler	Book	2011	T...
Visual methodologies: An introduction to researching with visual ...	Rose	Book	2011	R...
Haunted Bodies: Visual Cultures of Anorexia	Ferreday	Journ...	2011	F...
'Celebrity chav': Fame, femininity and social class	Tyler and Be...	Journ...	2010	T...
Digital sociology: emergent technologies in the field and the class...	Wynn	Confe...	2009	W...
"What's the Footballer Doing Here?" Racialized Performativity, Re...	Carrington	Journ...	2008	C...
Digital Images, Photo-Sharing, and Our Shifting Notions of Everyd...	Murray	Journ...	2008	M...
Mobility and market research: outdoor advertising and the comm...	Cronin	Journ...	2008	C...
Urban Culture: Film, Photography and the City in Britain and	Gill...	Journ...	2007	G...

**Item Type:** Journal Article  
**Citation Key:** Beutin\_2014  
**Title:** Exhibiting repair in twenty-first-century reinstallations of African collections  
**Author:** Beutin, Lyndsey  
**Abstract:** This article analyses three twenty-first-c...  
**Publication:** Cultural Studies  
**Volume:** 28  
**Issue:** 4  
**Pages:** 690-719  
**Date:** July 4, 2014  
**Series:**  
**Series Title:**  
**Series Text:**  
**Journal Abbr:**  
**Language:**  
**DOI:** 10.1080/09502386.2014.891409  
**ISSN:** 0950-2386  
**Short Title:**  
**URL:** <http://dx.doi.org/10.1080/09502386.201...>  
**Accessed:** 29/06/2015, 15:13:11  
**Archive:**  
**Loc. in Archive:**  
**Library Catalog:** Taylor and Francis+NEJM  
**Call Number:**  
**Rights:**  
**Extra:** 00000  
**Date Added:** 29/06/2015, 15:13:11  
**Modified:** 29/06/2015, 15:13:28

# Getting references into Zotero

You searched for: TOPIC:  
(advertising city) AND AUTHOR:  
(cronin) ...[More](#)

## Refine Results

Search within results for...

### Databases

### Research Domains

- ☐ SOCIAL SCIENCES
- ☐ SCIENCE TECHNOLOGY

Refine

### Research Areas

- ☐ GEOGRAPHY
- ☐ ENVIRONMENTAL SCIENCES  
ECOLOGY
- ☐ TRANSPORTATION
- ☐ CULTURAL STUDIES

[more options / values...](#)

Refine

### Document Types

☐ Select Page



Save to EndNote online

Add to Marked List

Create Citation Report

- ☐ 1. **Researching Urban Space, Reflecting on Advertising: A Photo Essay**  
By: Cronin, Anne M.  
SPACE AND CULTURE Volume: 14 Issue: 4 Pages: 356-366 Published: NOV 2011



View Abstract

Times Cited: 0  
(from All Databases)

Usage Count

- ☐ 2. **Calculative spaces: cities, market relations, and the commercial vitalism of the outdoor advertising industry**  
By: Cronin, Anne M.  
ENVIRONMENT AND PLANNING A Volume: 40 Issue: 11 Pages: 2734-2750  
Published: NOV 2008



View Abstract

Times Cited: 9  
(from All Databases)

Usage Count

- ☐ 3. **Mobility and Market Research: Outdoor Advertising and the Commercial Ontology of the City**  
By: Cronin, Anne M.  
MOBILITIES Volume: 3 Issue: 1 Pages: 95-115 Published: 2008



View Abstract

Times Cited: 7  
(from All Databases)

Usage Count

- ☐ 4. **Advertising and the metabolism of the city: urban space, commodity rhythms**  
By: Cronin, Anne M.  
ENVIRONMENT AND PLANNING D-SOCIETY & SPACE Volume: 24 Issue: 4 Pages: 615-632 Published: AUG 2006



View Abstract

Times Cited: 21  
(from All Databases)

Usage Count

☐ Select Page



Save to EndNote online

Add to Marked List

# Getting references into Zotero

Web of Science [v.5.20] - All Databases Full Record - Mozilla Firefox

Web of Science [v.5.20] ... x

apps.webofknowledge.com.ezproxy.lancs.ac.uk/full\_record.do?product=UA&search\_mode=GeneralSearch&qid=1&S

Search

## Mobility and Market Research: Outdoor Advertising and the Commercial Ontology of the City

By: Cronin, AM (Cronin, Anne M.)

**MOBILITIES**  
Volume: 3 Issue: 1 Pages: 95-115  
DOI: 10.1080/17450100701797349  
Published: 2008  
[View Journal Information](#)

### Abstract

This article explores the centrality of mobility in the practices of the outdoor advertising industry, analysing how commercial conceptualisations of mobility orient the production and sale of advertising space on roadside billboards, panels in pedestrian zones, on buses and taxis, and in train stations. I explore how the industry's market research practices conceive of urban space as mobility, and how understandings of mobility impact upon the design of advertising structures and their textual content. I conceptualise as a retrodution the relationship between market research practices, the aesthetics of advertising design and the visual engagement of people with advertisements. This is a performative relationship that produces a commercial ontology of the city. These retroductive relationships do not merely reproduce the hegemony of an urban commodity culture; they open up alternative ways of knowing the city.

### Keywords

Author Keywords: city; market research; commercial ontology; commercial aesthetics of mobility

### Author Information

### Citation Network

7 Times Cited  
58 Cited References  
[View Related Records](#)  
[View Citation Map](#)  
[Create Citation Alert](#)  
(data from Web of Science™ Core Collection)

### All Times Cited Counts

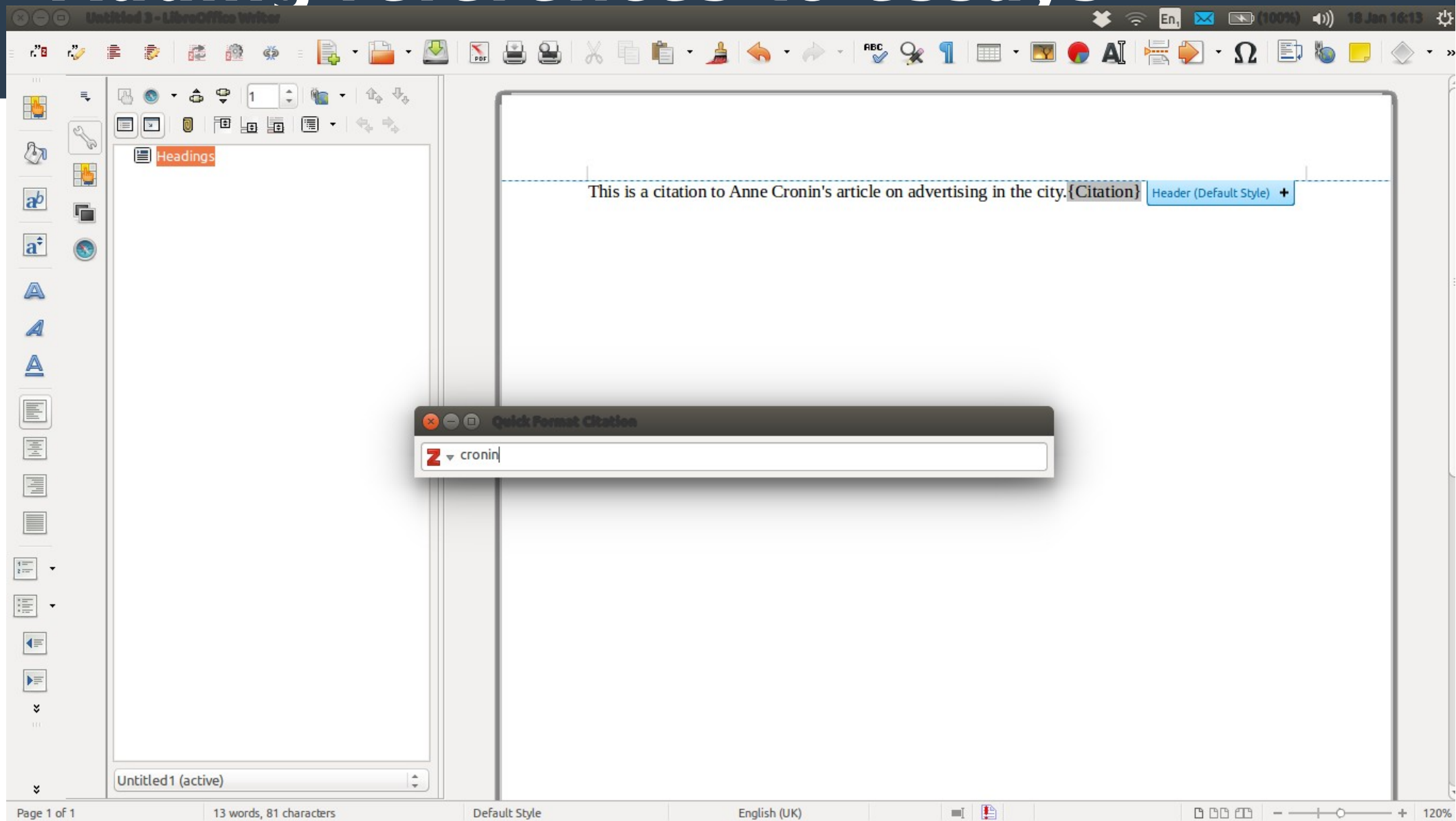
7 in All Databases  
7 in Web of Science Core Collection  
0 in BIOSIS Citation Index  
0 in Chinese Science Citation Database  
0 in Data Citation Index  
0 in Russian Science Citation Index  
0 in SciELO Citation Index

### Usage Count

Last 180 Days: 2



# Adding references to essays



# References formatted in bibliography

Full Screen

Full Screen

This is a citation to Anne Cronin's article on advertising in the city. (Cronin 2008)

**Bibliography**

Cronin, A.M., 2008. Mobility and market research: outdoor advertising and the commercial ontology of the city. *Mobilities*, 3(1), pp.95–115.

100%

18 Jan 16:15

# Reading academic articles

- Usually best not to read articles from start to end
  - Too slow
  - Too much detail
- Read for the argument in 25-30 minutes by:
  1. Reading abstract about 5 times, basically memorising it so that you can say what the article is about without looking at it (5 minutes)
  2. Write some notes saying what the necessary parts of the article will have to be (5 minutes)
  3. Look in introduction, conclusion and section starts/ends for summary of main points (5-8 minutes)
  4. Scan pages looking for things not mentioned in the abstract or summary so far (5 minutes)
  5. Write summary notes (5 minutes)





# Exercise: reading the abstract for Cronin, 2008

- **Slowly read the title & abstract five times for Cronin and try to memorise it (4-5 minutes)**

Mobility and Market Research: Outdoor Advertising and the Commercial Ontology of the City

By: **Cronin, AM** (Cronin, Anne M.)

MOBILITIES

[View Journal Information](#)

Abstract

This article explores the centrality of mobility in the practices of the outdoor advertising industry, analysing how commercial conceptualisations of mobility orient the production and sale of advertising space on roadside billboards, panels in pedestrian zones, on buses and taxis, and in train stations. I explore how the industry's market research practices conceive of urban space as mobility, and how understandings of mobility impact upon the design of advertising structures and their textual content. I conceptualise as a retroduction the relationship between market research practices, the aesthetics of advertising design and the visual engagement of people with advertisements. This is a performative relationship that produces a commercial ontology of the city. These retroductive relationships do not merely reproduce the hegemony of an urban commodity culture; they open up alternative ways of knowing the city.



# Methods for cultural studies according to Couldry, 2001

COMMON ISSUES OF PEDAGOGY: what exactly is it that we hope to teach, or study, in cultural studies? All these questions can be brought together in a single underlying methodological question: what is the space from which cultural studies speaks?

My answer, in essence, is that cultural studies is an expanding space for sustained, rigorous and self-reflexive empirical research into the massive, power-laden complexity of contemporary culture.

p. 1

- The single methodological question: 'what is **the space** from which cultural (and media) studies speaks?'
- The answer: 'an **expanding space** for sustained, rigorous and **self-reflexive empirical** research into the massive, **power-laden complexity** of contemporary culture' (Couldry, 2001, 1)



# Couldry: what is the space from which cultural/media studies speaks?

- His answer is '**inside culture**'
  - High vs popular culture?
    - Culture as process in which **each person** participates
    - Culture does not necessarily equate to popular culture
    - The problem with popular culture
      - Culture + **power**: who does what when?
  - What else should cultural and media studies be studying if not popular culture?
    - e.g. middlebrow culture, elite experience, work, business, science, etc.



# What tools/methods do we need to get inside culture?

tity can be easily read off from certain... Cultural studies, therefore, should take seriously the full complexity of being 'inside' culture.

This – to anticipate a little – is where method comes in. We should always reject short cuts in cultural description, not because we want complexity for its own sake, but because this is the only way to think culture in a non-dominative way, to recognize it as a space of multiple voices and forces. We need a theory of cultural complexity, but without lapsing into excessively complex language (a fault of some recent cultural studies). We need the tools to think about, and research, cultural complexity in a manageable way.

Page 4

- **Being 'inside culture' is complex -**
  - Find ways of questioning 'forms of address' directed at us
  - Couldry's **3** principles: **openness, complexity and reflexivity** (p.4).



# Couldry: how can cultural/media studies be 'inside culture'?

- **Sociologically influenced and fully materialist methods:**
  - Look at media and cultural production (song, text, film, website, etc.) done by **specific people in particular times and places**
  - **Reflect on the conditions** under which you produce knowledge of media and culture (p.12)
- **Distinctive concern with connections between power and culture (cf. Cultural sociology)**



# Couldry: media-cultural studies methods and their relation to theory

- Many different theoretical perspectives in MCS (structuralist, post-structuralist, philosophical, psychoanalysis, Marxism, etc.)
- Couldry suggests that MCS does not need to address fundamental philosophical debates
- Use theory from sociology, anthropology, psychoanalysis, philosophy if 'it can open perspectives for possible empirical work into culture' (14)





# Couldry: experience and studying culture

- **Thinking about your own situation as key starting point to understanding complexity of contemporary media and cultures**
- **Individual experience connects to web of relationships**
- **Examples of 'forms of address'?**
  - Exercise: list some of the things you find yourself wanting to do when you feel distracted while writing an essay



# Couldry: method and the complexity of contemporary culture

- **Materialist**: culture is the result of what particular people have done at a particular time and place, under certain constraints
- **Reflexivity** about method: think about how particular methods produce particular results or ways of seeing culture
- **Relations to theory**: pragmatic – how does it open up different empirical questions



# Exercise 1: culture and power in your research project

- **Make a small collection of different online materials relating to your topic**
- **Describe some of the ways in which your own situations might shape your experience of your research topic**
- **List some ways in which your research might be materialist** in its approach
- List two different **theoretical** approaches that might open empirical questions for research



# Exercise 2: documenting the complexity of a cultural studies approach to your research topic

- **Collectively draft an blog entry or piece of writing that:**
  - provides some sample **empirical materials** (cut and pasted?), or via hyperlinks
  - Lists some of the **voices** (individual, group, institutional, commercial, etc.) evidenced in this materials
  - Describes how your own **situations** (as students, as a certain age, sex, class, nationality, etc.) affects your **experience** (or lack of experience!) in relation to the topic
  - Discusses in a preliminary way **2-3 theoretical approaches** you might make use of in empirically researching the topic



# Part B Interview preparation

- **Each group will ask 3 questions**
- **Nominate 3 people to ask the question**
- **One person in each group will make notes on the discussion that follows the question**



# Exercise: interview questions

- **Informed by the reading today (Couldry) and the work you have already done on research project, draft questions that address:**
  - **1. Power and culture**
  - **2. Reflectivity, experience and participation**
  - **3. Materialist methods and theories****in relation to the recommended reading (Cronin)**





# Review of key points

- **Techniques and tools for working with texts (academic and non-academic)**
- **Need for method in media and cultural studies - to get 'inside culture';**
  - to resist dominant or mass media view of culture; to find voices that are not visible; to connect our own experience with others; to deal with problems of power
- **Next week: working with the complexity of texts using semiotics and discourse analysis**

