

# Media, Culture, and Power

- Sting and Rapni

Week 3: Sept. 23, 2003

# Announcements / Recap

- CI-H
- Globalization
- Culture Theory
- Fieldwork / Ethnography
- Media, Culture and Power

# How study culture?

- Fieldwork
  - Participant - observation
  - Language
- Ethnography
  - “native’s” point of view
  - In their own terms

First, just dive in.

# Paradox of the Global Village

- Global awareness
- But uncertain connection to the problems
  - How bring about change?
  - What devil's compact with publicity is necessary?

Japanese film “Go” explores Korean-Japanese racism and the power of youth culture

# “activist imaginary” (Marcus)

- to pursue traditional goals of broadbased social change through a politics of identity and representation
- emancipatory projects ... raising issues of citizenship and the shape of public spheres (*MW*, p. 8)

Sting and the Kayapo

# Meg McLagan on Tibet

- Opposing and sometimes complementary processes:
  - commodification
  - politicization

FreeTibet.org T-Shirt

# Mass mediated intercultural movements

- Objectification of Tibetan culture
- Celebrities
  - Richard Gere
  - Dalai Lama
- Images and spectacle = central to legitimacy in politics (p. 91)

# Cultural difference as unstable actor

- McLagan: cultural difference is doing "new kinds of work" in the creation of alternative modes of publicity and political subjectivity in American activist and media contexts. (p. 93)

Beastie Boys/Tibet Conference

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21G.035 / 21G.037 Topics in Culture and Globalization  
Fall 2003

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