

### Cultural Media Studies

Consider the following key terms and the case studies that **Stuart Hall** and **bell hooks** analyze (e.g., *Hoop Dreams*, OJ Simpson, etc.). How do Hall and hooks **deconstruct** these texts? How do they derive **cultural meanings** from them? As we study all of our texts this term, be sure to practice this way of thinking more critically, of more deeply studying meaning.

*Stuart Hall: Representation and the Media* (Sut Jhally, 2002; 55 min.)

Producer & editor: Sut Jhally      Executive Producer: Media Education Foundation

### Key Terms to take notes on during the film lecture 0:00-32:06 and 40:32-55:00

- “The Politics of the Image”
- Cultural Studies
- Communication, Knowledge and Power
- Interrogation of the Image
- Marshall McLuhan
- Images
- Process of Representation (old view and new **constitutive** view)
- **Culture**
  - Conceptual maps, classification & difference
  - Cultural Subject
  - Languages & Communication
  - Signs, **Semiotics**
  - Reality, Meaning & Discourse (frameworks of understanding/intelligibility)
  - Signifying Practices/Symbolic Production of Meaning
  - *Okay to skip: [Meaning & Absence (the said & unsaid)]*
  - *Okay to skip: [Identity, Fantasy, and Identification]*
  - Interpretation, Contestation, & Meaning: Power & Ideology
  - Stereotypes (positive & negative images, closure, naturalized, deconstruct)

*bell hooks: Cultural Criticism & Transformation* (Sut Jhally, 2002; 60 min.)

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**Key Terms to take notes on during the film lecture excerpt 17:00-31:09**

- Institutional Constructs
- White-Supremacist Capitalist Patriarchy
- Identity: Race/Racism, Nation/Nationalism, Class/Classism, Gender/Sexism
- Enlightened Witness
- Agency, Freedom and Justice through Critical Thinking + Literacy
- Marshall McLuhan: “Media Literacy”
- Commodification
- Decolonizing
- Guy Debord: “Society of Spectacle”