

# **Media, Communication, Culture**

**A Global Approach**

**Second edition**

**James Lull**



**Columbia University Press**  
**New York**

# Contents

<i>Acknowledgements</i>	<i>ix</i>
<b>I Introduction</b>	<b>1</b>
The global gaps	5
Social class	5
The technology gap	7
Structure and agency	8
Structuration theory	9
Communication and connectivity	10
About this book	12
<b>2 Ideology and Consciousness</b>	<b>13</b>
Ideology	13
Ideology and the mass media	16
Image systems	16
Ideational image systems	17
Mediational image systems	24
Consciousness	28
The subconscious	32
Temporal and spatial consciousness	34
Domestic time, space, and place	41
The role of culture	44
<b>3 Hegemony</b>	<b>48</b>
The role of media and popular culture	52
Global capitalist hegemony	58

Communist hegemony	62
Counter-hegemony: do we <i>really</i> do what we're told?	63
Conclusion	73
<b>4 Social Rules and Power</b>	<b>75</b>
Rule	75
Rules in society	77
Exceptions to rules	81
Rules and culture	86
Power	89
Lines of authority	91
The special authority of electronic media	93
Public images and private practices: media, rules, and the macro/micro question	94
Rules in perspective	95
<b>5 Media Audiences</b>	<b>97</b>
Direct effects	98
Limited effects	100
Uses and gratifications	101
A uses and gratifications approach	102
The functionalist tradition	111
The mass audience	112
The mass society	114
Rethinking the mass audience	116
The audience and technological change	120
Fragmentation and segmentation	122
Polarization	124
Conclusion	127
<b>6 Culture</b>	<b>129</b>
Ideology and culture	135
Emotion and culture	137
Language and culture	138
Race and culture	144
Internal cultural patterns	152
Social class and culture	155
Habitus	157
Conclusion	159

<b>7 Symbolic Power and Popular Culture</b>	<b>160</b>
Popular culture	165
Popular reception	167
Popular emotions	169
Emotional "branding"	170
Mediated feelings	171
Story, genre, discourse	172
Cultural uses of symbolic power	173
Culture and the material world	180
Popular cultural capital: black gold	182
Carnival culture	186
Conclusion	188
 <b>8 Meaning in Motion</b>	 <b>189</b>
Media and cultural imperialism: a brief review	189
The zones of indeterminacy	196
Communication sources: institutional diversity	197
Communication channels: unmanageable technology	206
Communication messages: shades of significance	217
Conclusion	222
 <b>9 Globalization and Cultural Territory</b>	 <b>224</b>
Communication receivers: the making of global cultures	229
The global cultural mix	232
Image nations	234
The dynamics of global culture	237
Deterritorialization and migration	239
Cultural melding and mediation	241
"Glocalization"	249
Reterritorialization and diasporas	253
Circular migration	256
Ramp-up to postmodernity	261
 <b>10 Culture, Superculture, Sensation</b>	 <b>264</b>
Surviving the culture crash	264
New communication skills and the personalization of culture	266
The superculture	267
The cultural spheres	268

Cultural actualization	271
Sensations	272
Experience without culture	274
Conclusion	275
<i>Notes</i>	277
<i>Glossary</i>	282
<i>References</i>	293
<i>Index</i>	304