

Media

Media Consumption

News Media, critical reading of

Advertising, critical reading of

Media manipulation/propaganda

I know for myself that until I came to IU, I really swallowed a lot of what I heard on the news as fact - information that should not be challenged. However, becoming a more critical thinker in my courses, I started applying those skills to other aspects of my life, including the news and other media. It's important for the public to serve as a check on the news and to be aware of the structure of the news industry and how that might affect their biases and agendas.

Media: the effects of advertising on popular culture
the truly biased media and the importance of the critical audience

The use of mass media as a manipulative device to promote agendas.

Consumerism

- Ideological history
- Points of contention: as element of cultural imperialism?, as political tool?, as integrated into education, religion, etc.?

Digital culture

Thought control, hypnotic mental programming

The use of film and advertising montage to artificially generate positive emotions and attach them to a given product or idea. The use of subliminal messaging to control the minds of Americans. The use of minor music to create drama and tension, making the viewer/listener feel personally threatened (as in negative campaign advertisements). The manipulation of the human sex drive by advertising media. The practice of stimulating general emotion of desire through the use of advertising explicitly depicting food (for instance, TV ads for Ruby Tuesday [even though there is no Ruby Tuesday in Bloomington]; the subliminal desire created by these ads make us want the other, non-food products advertised in the same space of time). The throwing off of our mental balance by using unexpected situations (for example, the counter-stereotype of blacks as police officers, judges, doctors, or bankers in television advertising). The same way that physically tickling someone in an unexpected way (tickling) creates a powerful mental reaction (laughter), the use of unexpected situations in ads “tickle” our minds and make us vulnerable and weak!

Technology and its role in society

What role can and should the internet play in future society? Should it be publicly or privately controlled?

Should technology ever be used to enhance human beings? Where is the acceptable boundary to be drawn?

Can anything human ever willfully beget an intelligence greater than itself, as in artificial intelligence and "the singularity?" If so, should it?

Computer/Technology Skills/Knowledge.