

*The Triumph of the Flexible Society is essential reading for: national or international policy decision makers, for policy thinkers and designers, and for anyone who wants to understand what is happening in the world today.*

Hire Writer Media Culture: We will write a custom essay sample on Media Culture: People began to see changes in communication between individuals, changes in how individuals and society communicated, and changes in communication between societies and cultures. This led to an understanding of human development. The ability to communicate with the help of symbols is one of the fundamental features that differentiate us from the rest of the animal world. Without these practical communication skills and the intellectual capacity needed to use these skills to transmit, preserve, and propagate thoughts, emotions, and values, it would not have been possible to create such unique religious, ideological, and philosophical systems. Furthermore, without communication, we would not have art. Art has had a strong relationship with the media throughout the 19th and 20th centuries. New inventions and technology created a very favorable atmosphere for the development of new methods and means of communication. These new communication methods both benefited and furthered events within society. At the end of the 20th century, advanced methods and technologies in the field of communication fully changed the face of the world. Due to this change, some say it is very hard to find the line between reality and the reality that has been created and filtered by media. Some contemporary communication theoreticians have said that we find ourselves in the era of the simulation of the world. History of Media Mass media, a term that arose in the United States in the early 20th century with the advent of far-reaching advertising campaigns and news networks, includes all those mediums through which information is distributed to the masses. This includes advertisements, newspapers, magazines, radio, television, and the internet. According to some scientists, people started to speak of the media as far back as ancient Greece and Rome. These discussions of media focused mostly on the rhetoric surrounding the practice of persuasion. Current mass media works in a similar way. However, much of the population still remained illiterate and the cost of publishing printed materials remained high enough to limit media from reaching a wide range of the population. Newspapers were first developed in The first English-language newspaper was published in Amsterdam in Soon after that, newspapers published in England, and, eventually, in America, began to reach mass audiences directly. Around this same time, America was being colonized, and printed and written materials played an important role. The Declaration of Independence, the Constitution, and the Mayflower Compact were all examples of early colonial and American documents that figured prominently in the development of America as a nation. In the s, new technologies and advancements in the field of media began to emerge. Radio began to play a major role in mass communication, as America went to war. Radio could provide information much faster than newspapers. These new advents in technology allowed media to gain significance, new meaning, and wider function. Radio, film, advertising, and the press grew as industries and became the center of the culture of communication within the U. The culture of media became a dominant force within all aspects of life, including politics and social life. The media industry began to concentrate on the invention of new technologies. They both wanted to provide people with a wide range of different goods from which they could choose but also wanted to continue to develop ways in which to reach and influence people. The media could now easily affect the minds of the public, forcing the people to accept a particular set of beliefs, which occasionally diverted from actual reality. Societies started to be manipulated and people were indoctrinated. The main goal of media was and still is to be persuasive enough to attract the attention of a potential receiver, and one of the most convenient ways to accomplish this goal is through the multimedia spectacle. The phenomenon of media spectacle has evolved over centuries, starting in ancient Greece and moving forward through hundreds of years of wars and other major public events. Today, media spectacle continually strives to achieve sensation and attract attention. In the contemporary world, media spectacle exists in nearly all spheres of our lives. The role of the media is not only to inform, educate, teach, and persuade but also to entertain. The main goal in media is now to attract the visual attention of potential consumers. Therefore, images have become more important than text. It is also very important for the creators

and producers of media to keep up with ongoing changes in public interest and attitudes, so media companies face a continual need to be flexible and creative in order to reach consumers. This applies not only to advertisement but also to political and entertainment media in general. Media not only needs to be visual and relevant, but also attractive. Advertisers, public relations departments, and political campaigners need to create messages that are structured in an attractive way, so that it reaches viewers and corresponds to their high expectations of mass media. If this is not done, the consumer will likely not respond to the media. It frequently occurs that a person is faced with a constant influx of media. The information that he or she is presented with may come from a variety of sources, and is likely both true and false information. Over time, it may become difficult for the consumer to distinguish between what is right and what is wrong; to distinguish between reality and fiction. Modern life is shaped by media. It is a power that affects both conscious and subconscious decisions and shapes ideas. We are surrounded by media. He was also a member of the editorial service board of many journals including *Theory, Culture, and Society*. It is this journal that for more than twenty years has published some of the most innovative works in social science. It has been in the forefront of the renewal of cultural sociology. It provides a forum for articles that theorize the relationship between culture and society. In his article Kellner refers to ideas put forward by Guy Debord. He is known for his impact through the group known as Situationist International. This was a libertarian group that came to prominence during the May Events in France in 1968. This band of avant-garde artists and intellectuals was influenced by Dada, Surrealism and Letterism and concerned themselves with the infusion of poetry and music, and with the transformation of the urban landscape. At first, the group was principally concerned with the suppression of art, that is to say they wished, like the Dadaist and the Surrealists before them, to supercede the boundary between art and culture as separate activities and to transform them into part of everyday life. In their analysis, the Situationists argue that capitalism limited life as a spectacle. According to this theory, modern society, or consumer society, is now a society of spectacular commodity consumption. People within this spectacle are treated like objects, rather than like active subjects. In this theory, people are like marionettes whose strings are pulled by invisible power. In the place of the society of the spectacle the Situationists proposed a society without money, commodity production, private property, wage labour, class division, based generally on communist ideas. The most important tenet of the proposal was that the so-called pseudo-needs would be replaced by real desires. This utopian ideal seemed to some to be slightly out of touch with reality but aimed to move the focus of the world away from lies and distortion. The Situationists placed a large amount of focus on the concept that individuals should actively and consciously participate in the reconstruction of every moment of life. They called themselves Situationists because they believed that all individuals should construct the situations of their lives, release their own potential, and obtain their own pleasure. The spectacle is a world vision, which has become objectified. The spectacle phenomenon in this case refers to both high culture and to low cultural shows. The development of new media technologies made it easier for media to exercise influence over contemporary societies and cultures. In these societies media presented with images has the edge over plain texts. Factories and offices where people work are visually soaked environments. Films, television, video games, and the internet are also part of the influx of visual media that affects our thinking and behaviors. Moreover, we communicate with the help of visualization. When we are trying to cross over cultural boundaries, our knowledge is often communicated visually, for example, we may use visual cues such as map boundaries and business graphs and data. The Spectacle in the World of Business The propagation of the spectacle is a major aspect of business, and plays a decisive role in whether any given corporation will succeed or not. Businesses, in order to survive, need to be present and visible for the potential customer. An extremely simple example is sitting for a family portrait. The event serves no other purpose than to be viewed through a photograph. Other examples include media spectacles, and many types of news. The World of Celebrities Media contributes to the creation of celebrities. Media entrepreneurs want celebrities involved with their projects because they believe this will help them attract audiences. Film producers use stars as mean of attracting investment to their projects. Marketers use public celebrity statements as a means of profiling and branding their products. Sports promoters use celebrity athletes to attract media attention and increase the number of people who would come to that sport event. Celebrities also make money for the individual

concerned. Their success depends on various handlers and image managers that help them to develop their public persona. Celebrities invade all kinds of sites today, ranging from contests in shopping malls to the management of major political campaigns. The importance of publicity, promotion and the exploitation of the media event are omnipresent. The Madonna Phenomenon Madonna became a master in her use of image with the help of mass media. Daniel Borstin is responsible for one of the most widely quoted aphorisms about celebrity: She has total control over her shows. She writes the songs, produces the music, and designs the stage sets. She controls all aspects of her show; not just her spectacle, but also all the things she does, including her films and public appearances. Madonna is one of the greatest PR machines in history and she has hired top agents, publicists, and creative personnel to market her and produce her images. From the beginning her every move was surrounded by publicity and year after year Madonna references in media culture have proliferated.