

**Intro  
ducti  
on  
to**

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**ation**

- who are we, what interests us?

- what is this course?

A quick exercise - what is on TV tonight?

**Intro  
ducti  
ons**

**What is the political economic theory of competition?**

**The study of the social relations, particularly the power relations, that mutually constitute the production, distribution, and consumption of resources, including communication resources.**

**EXAMPLE**

**Rare minerals to dumping grounds**





**More general definition:  
study of control and  
survival in social life;  
control=political  
process (how a society  
organizes itself,  
manages its affairs and  
adapts to change);  
survival=economic  
because it involves the  
processes of  
production and  
reproduction.**

**A  
broad  
definition**

**HISTORY - social change**

**What  
as historical  
transformation**

**It  
characterizes  
a political  
social and cultural areas  
of life**

**economic  
primary  
appraisal  
each  
?**

**MORAL PHILOSOPHY -  
values that help to  
create social behaviour  
and moral principles  
that ought to guide  
efforts to change it**

**PRAxis - unity of thinking  
and doing**

**Adam Smith**

<https://www.youtube.com/watch?v=ejJRhn53X2M>

**Major  
figures**



Difference  
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n:

North America - Dallas Smythe,  
Herbert Schiller

Focus on a sense of injustice that  
the communication industry  
has become an integral part  
of a wider corporate order  
which is both exploitative  
and undemocratic. Public  
interest concerns before  
government regulatory and  
policy organs, renewed  
critique of global capitalism,  
movements.

Robert McChesney as a US  
media activist (Free Press)

<http://www.freepress.net/>

Des Freedman as a UK media  
activist (Media Reform  
Coalition)

<http://www.mediareform.org.uk/>

Diffé Europe - Armand Mattelart,  
rent Nicholas Garnham, Peter  
tradit Golding, Graham  
Murdock

ions/  
foci Integrate communication  
of research with neo-  
politi Marxian and institutional  
cal theoretical traditions -  
econ class power and class  
omy struggle (using  
of communication as a  
com means of resistance to  
muni power), old examples and  
catio news ones (Arab Spring,  
n though be careful about  
technological  
determinism)

<http://www.aljazeera.com/ind>

[epth/opinion/2013/04/201](http://www.aljazeera.com/ind)

[3415112152991530.html](http://www.aljazeera.com/ind)

# Development and modernization

When talking about less

developed countries and their communication systems

- media as one of the resources (with urbanization, education etc.) that stimulate economic, social, cultural development - a view that has been criticized much (dependency theory, technological determinism etc.)

Some contemporary examples:

Syrian refugee camps –

Zuckerberg

<http://www.bbc.com/news/technology-34373389>

access to internet, India - net neutrality and Facebook

<https://www.theguardian.com/technology/2016/feb/08/india-facebook-free-basics-net-neutrality-row>

We should also remember the role of "new" technologies in the global division of labour

UK call centres outsourced to India and then moved back

<http://www.theguardian.com/g2/story/0,3604,448955,00.html>

# New tech nolo gies

<http://www.bbc.com/news/magazine-15060641>

Computer games - not only their production but also how they are played

<http://www.theguardian.com/world/2011/may/25/china-prisoners-internet-gaming-scam>

Some processes that we will be encountering throughout the course

Commodification - process of transforming things valued for their use (e.g. food as nutrition, stories as a way of communicating) into marketable products that are valued for what they can bring in exchange.

This is important not just from the point of view of institutions and contents but also audiences - advertisers are sold audiences (a point we'll talk about more in relation to media economics), commodification of media labour - multiskilling, precarious contracts, outsourcing etc.

## EXAMPLE

Introduction of commercial broadcasting in European countries alongside public service broadcasters, largely happening in the 1980s

Spatialization - process of overcoming the constraints of geographical space, media and communication technologies play a role in this.

Giddens writes about time-space distancing while Harvey refers to time-space compression

<http://www.stonybrook.edu/libmap/coordinates/series/a/no3/a3.htm>

Communication technologies enable flexibility

# Spatialization

Spatialization goes hand in hand with globalization

Does space become unimportant?

Google, clouds, storage

Google data centres:

<https://www.youtube.com/watch?v=PBhUncx65I0>

One issue linked to  
spatialization and the  
institutional extension  
of corporate power is  
concentration

[http://www.frugaldad.com/  
media-consolidation-  
infographic/](http://www.frugaldad.com/media-consolidation-infographic/)

Con  
centr  
ation  
[http://www.mediareform.or  
g.uk/resources](http://www.mediareform.org.uk/resources)

examples from students'  
own countries, which  
groups own which  
media

Structuration - process of creating social relations, mainly those organized around social class, gender, and race.

**Processes**  
Social action takes place within the constraints and the opportunities provided by the structures in which action happens.

Social movements and media – Occupy

<http://www.occupy.com/article/occupy-mainstream-media-we-are-replacing-you>