

## Reading:

1) **Murdock, G. & Golding, P. (1974) For a Political Economy of Mass Communications**

2) **Morley and Silverstone: Communication and Context**

Here we will cover 2 different methodological approaches to analyzing our relation to increasingly global media. One is rooted in an account of the link between institutional power and cultural semiotics, the other is concerned with the interactions and internal conversations of agents within a social field – an ethnography mediated through the internet.

What is the link between power and cultural value?

Are we in some sense autonomous choosers because we are offered so many ideas and things via a complex global capitalism?

Is the Marxist idea of concentration of capitalist power now at an end?

How autonomous are in our daily interactions?

Are we a world in ourselves as reflexive subjects separate from outside powers?