

Lecture Steinhardt: Communication and Media Theories

Portfolio – Submission 1

Emancipatory approaches to mass communication

Resources:

B. Brecht: Brecht on Film and Radio. Edited and translated by Marc Silberman, Bloomsbury Methuen Drama 2000, pp. 33 - 46.

H. M. Enzensberger: Constituents of a Theory of the Media. New Left Review, no. 64, 1970, pp. 13-36 (extract from p. 26).

Reference:

Document: Brecht_Radio_Film.pdf, Enzensberger.pdf

Assignment:

Review the following questions/tasks related to the sources cited above and write down the answers, arguments, explanations, and justifications within your portfolio.

Task 1/1:

- a) What does the quote that the "radio must be transformed from a distribution apparatus into a communications apparatus" by Bertolt Brecht (from his media theory) mean and what is Brecht's intention behind it? (Bertolt Brecht, 2000, page 42)
- b) In which way are such changes/transformations in mass media (radio, television, etc.) closely related to an emancipatory use of media? Give (counter)examples and explain them.
- c) Under which conditions is media usage emancipatory and why is it labeled as such?

Task 1/2:

On page 26 of the text "Constituents of a Theory of the Media" the characteristics of a repressive and an emancipatory use of media (according to Enzensberger) are listed:

- a) Which of these characteristics of emancipatory use of media apply to computer-aided communication in digital media and which do not? Please state reasons for your answer AND give examples and explain them.
- b) Can computer-aided communication in digital media be labeled as emancipatory media use or not? Justify your statement / analysis.

Portfolio – Submission 1:

- At least 900 Words (without the task descriptions) and written in whole sentences
- Detailed argumentation requested (argumentation links to statements and justifies them)
- Max. 9 Punkte