

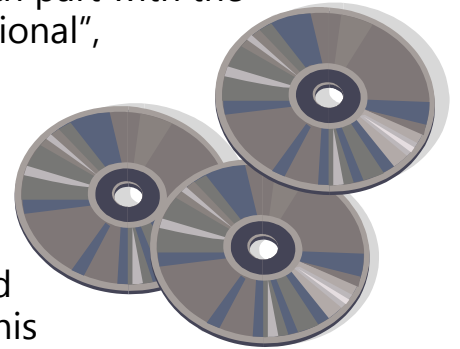
Influence of Mass Media Class Participation – Culture As A Map

According to Campbell...
"Cultural products and their meanings are all over the map." Campbell goes on to write, "...in spite of many critics' tendencies to rank culture vertically, we should not think about our cultural environment merely as a product hierarchy but as a changing road map that spreads out in many directions."



Step 2 –

On the other side of your paper draw a circle approximate to the size of the paper and divide it into eight equal parts. Label each part with the terms "conventional", "recognizable", "stable", "comforting", "innovative", "unfamiliar", "unstable", "and challenging". This activity is learning about "culture as a map".



Step 1 –

On a paper, create a cultural hierarchy of "high", "medium" or "low". Illustrate the hierarchy as the skyscraper, like that in Chapter 1 from the Campbell book. Take the media item from your note card and based on your opinion write it in the appropriate place on the skyscraper.



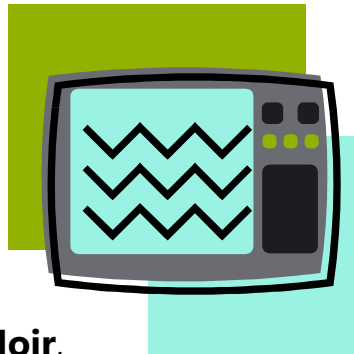
Next, exchange note cards with several other students. Just as you did with your example write their media items on the skyscraper in what you determine to be either "high", "medium" or "low" culture. I will provide additional examples for you to write on your skyscraper.

Very Important – keep up with the assigned readings from the text.



Step 3 –

Type a report using the media examples from your skyscraper. Choose three media items from the skyscraper and explain how each media item meets at least three of the classifications from your circle. For example, my three media items are music by **Lady Gaga**, **Film Noir**, and **National Geographic Magazine**.



Let's say I identified music by Lady Gaga as "unstable", "innovative" and "challenging". In my report, I must explain why music by Lady Gaga is "unstable", "innovative" and "challenging". I must provide lyrics (specific example of music) by Lady Gaga to identify how I classify the music as "unstable". I must also give an example to explain how that particular song lyric is "unstable" to me. I do so by citing an example from my life or from other media to explain my interpretation as "unstable". I could even explain "unstable" by comparing to lyrics from another of her songs.

The important thing to remember is you will be using the phrase "for example" to start off each response. Repeat this process for three interpretations of each of your three media items. That is nine interpretations. A typical document will be about three pages in length.

There must be a balance in choosing the interpretations for your report. For example, "comforting", "conventional", "recognizable" and "stable", represent classifications that would likely place your media item as "high culture".

You are required to have a balance in your use of "culture as a map". Do not choose three interpretations from just the "high" or "low" culture side. For example, you can achieve balance by using "unfamiliar", "innovative" and "comforting".

Step 4 –

Gather all the materials from the activity. Include a cover page with your name and date. The cover page is followed by a two to three page narrative. Following the narrative is the one or two pages with your skyscraper, "map" (the circle) and the required entries of the skyscraper media items and culture circle.



Your report must be double-spaced. Be sure that your spelling, grammar and punctuation are correct. Staple all the pages together and submit them by the due date.

The report is due _____