

# Media Studies - Contemporary Theorists

## Summary Knowledge Mat

Steve Neale



David Gauntlett



Clay Shirky



Liesbet Van Zoonen



Henry Jenkins



David Hesmondhalgh



Judith Butler



Bell Hooks



### **Theorist: Bell Hooks**

Theory: Feminist media and cultural theory

Key terms: Post-modern representation, gender, ethnicity and capitalism

In a nutshell: Hooks argues that black women have been oppressed within society for the past four centuries, focusing on issues between race and class, she argues that the two are closely linked together within the media and society.

Her key book is entitled: Feminism is for Everybody.

### **Theorist: Liesbet Van Zoonen**

Theory: Feminist Media theory

Key terms: Construction and discourse, theories of transmission, gender representations

In a nutshell: Van Zoonen explores the ways in which feminist theory and research contribute to the role the media plays in the construction of gender within a society.

Her key book is entitled: Feminist Media Studies.

### **Theorist: Clay Shirky**

Theory: The end of the audience

Key terms: Collaborative culture, creativity and collective action

In a nutshell: Shirky has researched and written about new media technologies and how they have enabled networks between people allowing them to share and connect with each other. He also discusses the process of mass-amateurisation of media production.

His key book is entitled: Here Comes Everybody.

### **Theorist: David Hesmondhalgh**

Theory: The Power of the Culture Industries

Key terms: Creative economy & global media cultural production

In a nutshell: Exploring issues around political and economic power and control, Hesmondhalgh is interested in how the culture industries operate and how digital technologies have changed and shaped creative industries within in the media.

His key book is entitled: The Cultural Industries

### **Theorist: Henry Jenkins**

Theory: Fandom and changing audiences for media products

Key terms: Participatory culture, and trans-media storytelling

In a nutshell: Jenkins explores the impact of new media technology and global media on audiences. His transmedia storytelling refers to how media producers have created 'worlds' for audiences to engage in that work together to tell the story of a media text/product. These worlds are enhanced through digital media and the participatory culture that they have facilitated. He regularly posts on his blog: [www.henryjenkins.org](http://www.henryjenkins.org)

His key book is entitled: Convergence Culture: Where Old and New Media Collide.

## **Contemporary Theorists Knowledge Mat**

### **Theorist: David Gauntlett**

Theory: Gender, Identity & Representation

Key terms: New Media Technologies, Creativity and Media 2.0

In a nutshell: Gauntlett writes about the way the Media offers audiences guidance around shaping cultural identities. He argues 'modern media is encouraging the overthrow of traditions which kept people within limiting compartments'. He sees the Media as a force for change within society, through its representations of different groups within society.

His key book is entitled: 'Media, Gender and Identity'.

### **Theorist: Judith Butler**

Theory: Feminist and Gender Formation

Key terms: Gender performance, gender fluidity, binary views

In a nutshell: Butler writes about the construction of gender within the media, she argues that historically feminism grouped women together with shared characteristics, reinforcing a binary view between genders. She argues that gender is a fluid construction that shifts and changes in different contexts, seeing gender as a performance.

Her key book is entitled: Gender Trouble.

### **Theorist: Steve Neale**

Theory: Genre theory

Key terms: Repetition and difference, genre discourses and practices

In a nutshell: Neale is interested in the concept of genre and the importance of it within Hollywood cinema. He has written about the nature and range of Hollywood films, exploring the social and cultural significance of Hollywood's genres. He argues genre is an important factor in the success of conglomerate produced films, recognising the need for repetition and difference within genres.

His key book is entitled: Genre and Hollywood