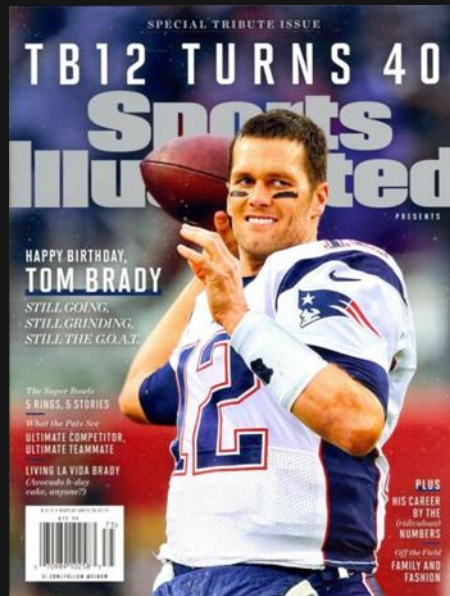


# Cultural Stereotyping in the American News & Entertainment Media

The Imagistic and FORMULAIC Framing of the “Self” and the “Other.”



# Jacques Ellul (1912-1994)

## Background:

Bordeaux France (Serbian born)

Advanced Degrees in:

1. Law,
2. Philosophy and
3. Theology

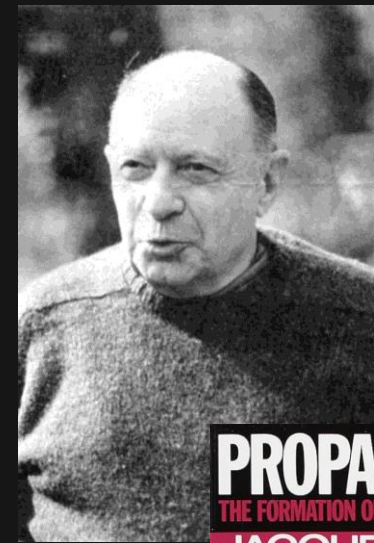
Became part of the French underground Resistance Movement during WWII

Post-WW-2 (1945-1980s) FOCUSED EXAMINATION of the “**INVISIBLE DYNAMICS**” of PROPAGANDA and the role(s) of TECHNOLOGY (La Technique) on Global Societies

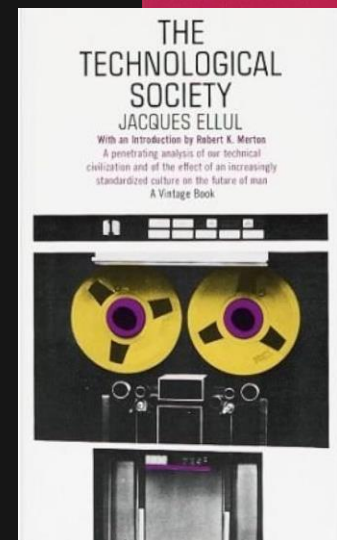
**Books:** (wrote 43 books during his lifetime)

**The Technological Society** (1954)

**Propaganda: The Formation of Men's Attitudes** (1962)



**PROPAGANDA**  
THE FORMATION OF MEN'S ATTITUDES  
JACQUES ELLUL  
AUTHOR OF *THE TECHNOLOGICAL SOCIETY*

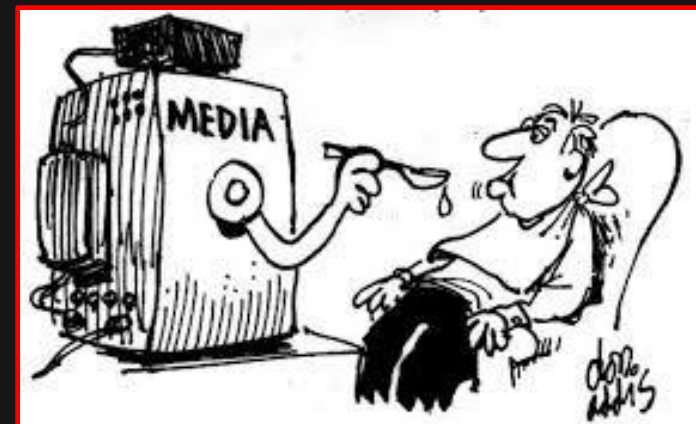
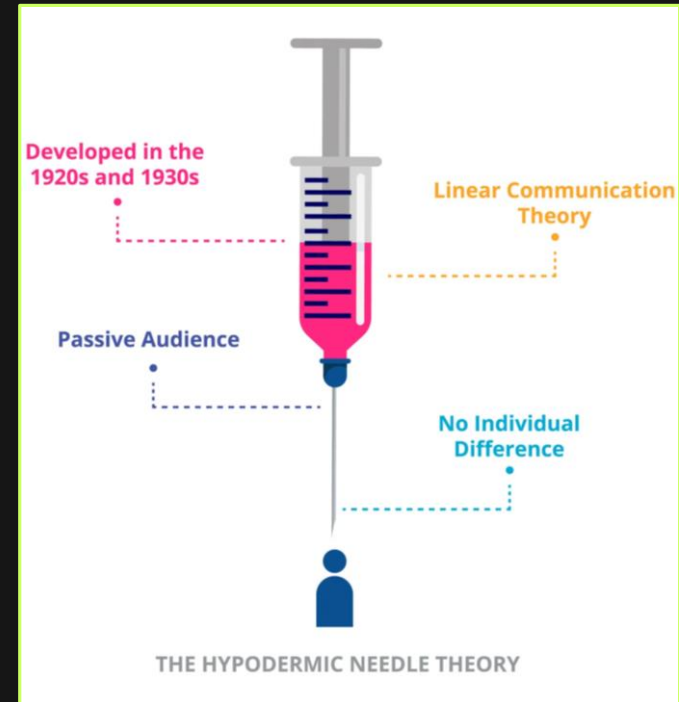


# Propaganda! The Formation of "Men's" (People's) Attitudes

- Ellul's Reactions to:
  - **Simplistic Definitions of Propaganda** (WWI and WWII)
    - **Magic Bullet & Hypodermic Needle Theories** of communication)
    - **Simplistic notion that all propaganda was "evil"** and only used by authoritarian leaders of other nations/cultures

- **Ellul's Focus: Adding Detail, Accuracy, and Complexity**

- The **SOCIOLOGY** of media influence: **HOW** and **WHY** propaganda works across **ALL** cultures and periods in history.
- **MAJOR Caveat:** 20<sup>th</sup> Century Media has Transformed Propaganda (MEDIA TECHNOLOGIES, Quantity, Orchestration, and Impact)

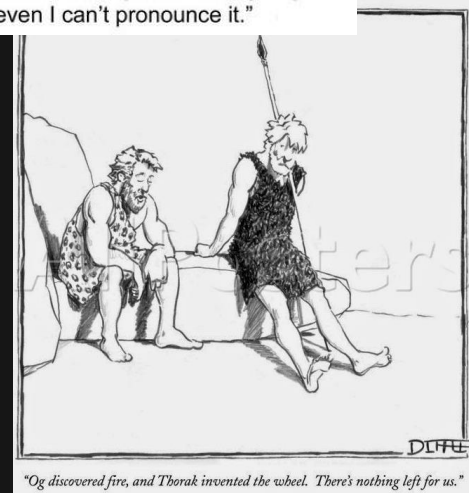


## Ellul's Basic Definition of Propaganda:

- "Propaganda is a set of orchestrated **methods** employed by an organized group that wants to bring about the active or passive participation a mass of **individuals** who are **psychologically unified** ."
- **Distinction: Persuasion vs. Propaganda**
  - **Persuasion**= Small size, Interpersonal, Relatively Benign
  - **Propaganda**= Large scale, Uses Mass Media, Transforms how people think and act, Sender controlled, Collective mass thinking

# Propaganda and the Sociology of Mass Society

- Propaganda is a sociological phenomenon devised to motivate and distract mass populations.
  - Religion is the opiate of the masses – Karl Marx
  - Media is now the opiate of the masses– J Ellul
- Propaganda is directly related to technological determinism. It makes people conform to the dictates of technology and technocratic life.
  - Technological Determinism = The notion that progress is determined by technological development. More simply that you are so reliant upon technology that you can't (or won't) escape it's dictates, rules, obligations.



# **TWO BROAD Types of PROPAGANDA**

## **“POLITICAL PROPAGANDA**

Tends to be...Action-oriented, Participatory, Transformative

To persuade people to change and/or adhere to certain political beliefs or the people who act on them (politicians)

## **SOCIOLOGICAL PROPAGADA**

- More passive, socializing, value driven, modifying existing beliefs
- (MUCH more POWERFUL, effective, and pervasive)

**The orchestration of press, radio and television to create a continuous, lasting and total environment renders the influence of propaganda virtually unnoticed precisely because it creates a constant environment.**

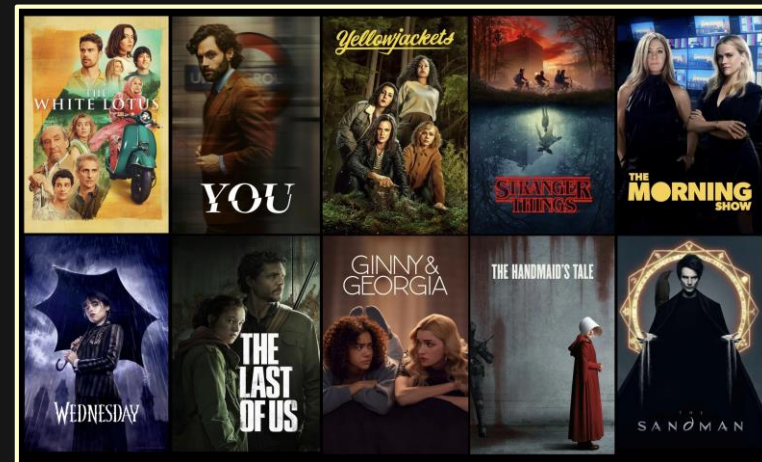
**Modern technology has become a total phenomenon for civilization, the defining force of a new social order in which efficiency is no longer an option but a necessity imposed on all human activity.**

# 7-Major CHARACTERISTICS of MODERN PROPAGANDA

- 1. MAINSTREAM/POP CULTURES: Based on real people, real information (not lies), and real events/situations which are SIMPLIFIED for EMOTIONAL IMPACT.**
  - ✓ delivered in a SLOGANEERING manner... REPEATEDLY across media platforms
- 2. Largely EMOTIONAL and ASSOCIATIONAL (NOT rational, logical, or even common sense)**
  - ✓ For better or worse, people tend to "think" with their emotions. SIMPLE CAUSE AND EFFECT relationships
- 3. SELF-FULFILLING MEDIA CONSUMPTION/AFFIRMATION→INSULATION.**
  - ✓ People habitually consume media which tends to reflect values/ideals that they ALREADY HOLD.
- 4. Dependent upon BI-POLAR OPPOSITIONS & EITHER/or-THINKING (simplistic).**
  - ✓ Either/OR obscures DETAILS and NUANCE. GRAY areas are easily overlooked.
- 5. EDUCATION and THE NEWS are central prerequisites for effective propaganda.**
  - ✓ The more dogmatically "enculturated" IN believing that you are TRUTHFULLY "INFORMED", then the more likely it is that you will rely on propaganda in order to act "informed."
- 6. Modern Propaganda is rooted in "scientific" quantitative and qualitative methods**
  - ✓ statistically based surveys, questionnaires, polls, ANALYTICS on "Generalities"
- 7. Often depends upon the "A CONFORMIST COLLECTIVE" and QUICKLY RELATABLE STORY-TELLING STEREOTYPES**
  - ✓ Effective propaganda must be TOTAL (encircling). MULTIPLE forms of media used. URGENCY assigned to a communicated message, and narrative STEREOTYPES

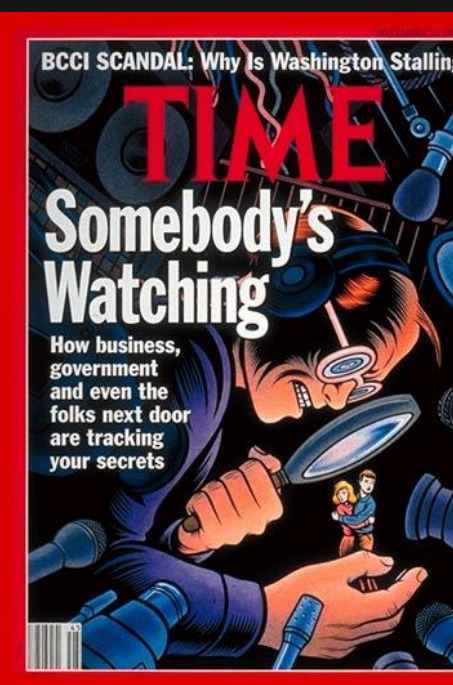
# Cultural Stereotypes and Story-Telling

- Stereotypes are a **central** part of nearly **ALL** stories!
- **STORY TOOLS: Quick/Identifiable** → quickest “meaning-making” comes out of oppositional forces
- **EMPHASIZE Dramatic Tensions**
- Frequently represent the **EXTREMES** of our Cultural Biases.
- Frequently “**normed**” and therefore largely **invisible** to consumers **AND** producers of media
  - Information Overload +
  - Quick Stories +
  - Lack of context
  - Unidimensional +
  - Uninformed populace +
  - Humor (All comedy all the time)+
  - Extreme Solutions+



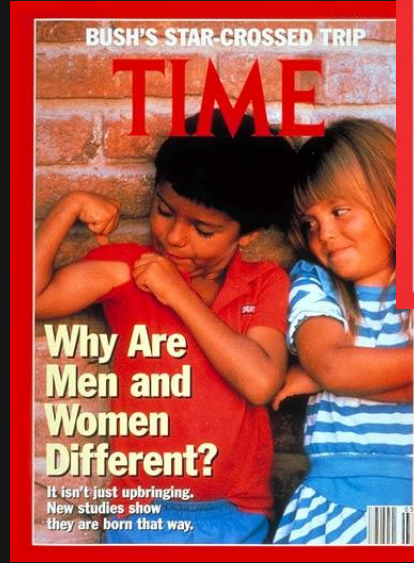
# Framing of NEWS STEREOTYPES

- **Bias #1: Nationalistic/Patriotic Political Bias**-- News Media almost always reinforce the Government on foreign policy issues. News Patriotism.
- **Bias #2: Corporate Consumer Culture Bias**. Audiences→Advertisers: 70%-30% split (ads vs. news).
- **Bias #3: News slants create/reinforce Mainstream Cultural Biases/Viewpoints**



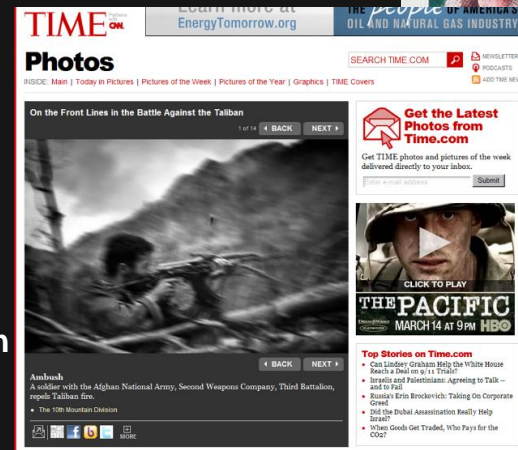
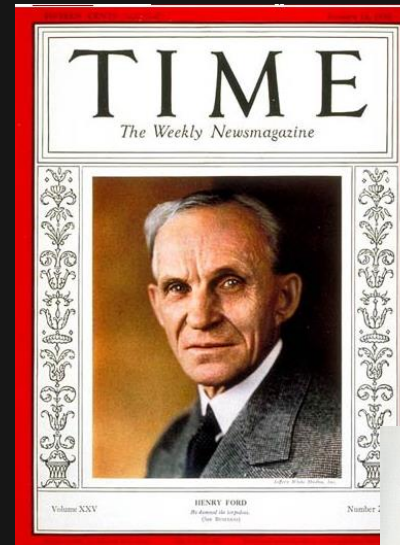
# POLEMICS: Dramatic/Confrontational Divisional and Oppositional Polemics through IMAGES, HEADLINES, and EDITORIAL SLANTS

1. Gender: He-She-They
2. Politics: Conservative vs. Liberal
3. Age: Children – Tweens – Adults – Elderly
4. Religion: Christians vs. Muslims; Believers vs. Non-believers
5. Race: Black vs. White
6. Economics/Income/Cla\$\$: Elites of Society vs. Common People
7. NATIONALISTIC: US vs. Them

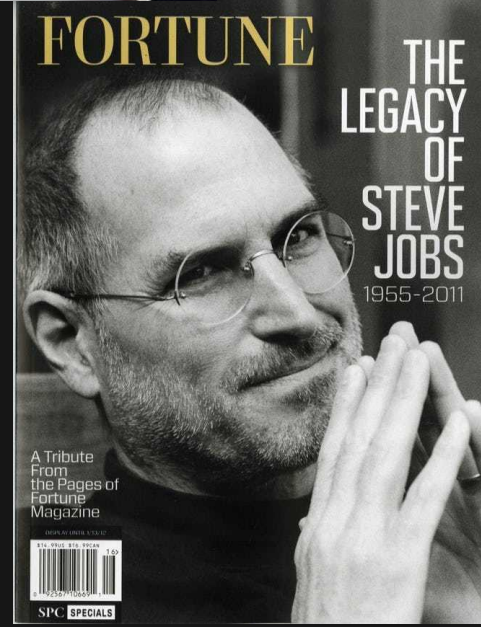


# NATIONAL NEWS: Time Magazine as an AGENDA SETTER for NEWS & American Foreign Policy

- ✓ **Time/Life Media Empire:** Henry Luce—Founder (1923) -
- ✓ **Time Magazine** = News for the “**common man**”
- ✓ National & **GLOBAL ADVERTISING** (FULL COLOR)
- ✓ Mainstream News **Digest**— One sitting.
- ✓ The News/Ad **SPLIT** (30%/70%)
- ✓ **PHOTO/IMAGE CENTRIC PUBLICATIONS**
- ✓ **America First (er)!!** (Ardent Nationalism/Patriotism).
- ✓ **Centrist Conservative** Editorial Slant.
- ✓ **“American Exceptionalism”:** United States is the “Guiding light of Freedom and Democracy worldwide.”
- ✓ **Life Magazine** = American Family, Culture, Society, Fashion, Trends
- ✓ **AGENDA SETTING!**
  - TIME-WARNER GLOBAL MEDIA—**Now Charter/Spectrum Communications**
  - Newsweek, US News and World Report and nearly all American news magazines
  - USA Today, CNN-FOX-MSNBC
  - NYTIMES-WASH POST-Boston Globe among many others...



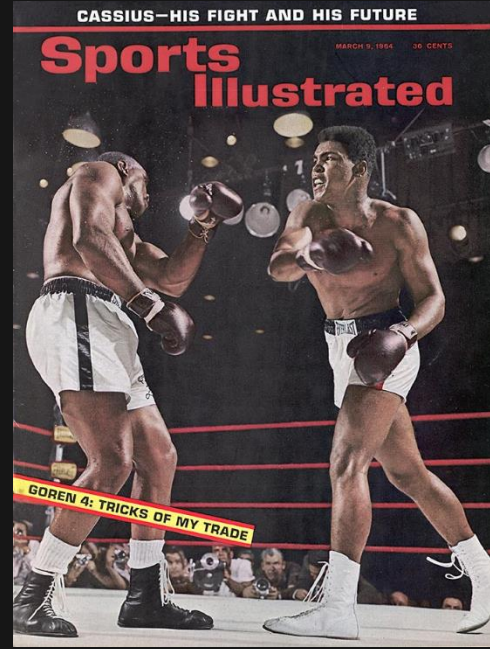
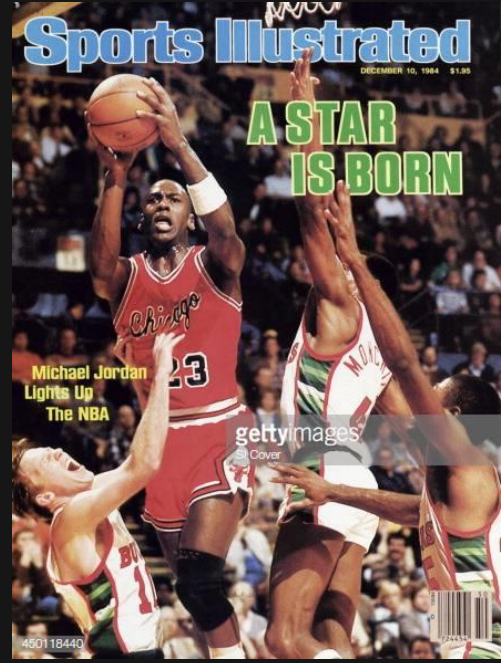
# Fortune Magazine (1930→)



# SPORTS ILLUSTRATED Magazine (1954→)

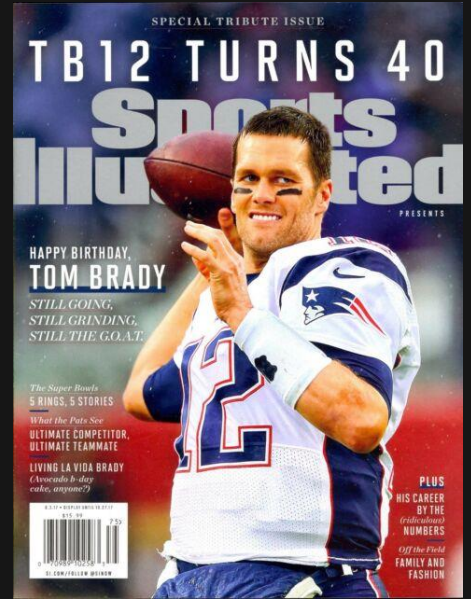
## Most covers by athlete, 1954–2016

Athlete	Sport	Number of covers
Michael Jordan	Basketball	50
Muhammad Ali	Boxing	40
LeBron James	Basketball	25
Tiger Woods	Golf	24
Magic Johnson	Basketball	23
Kareem Abdul-Jabbar	Basketball	22
Tom Brady	Football	20



## Most covers by sport, 1954–2009

Sport	Number of covers
Baseball-MLB	628
Pro Football-NFL	550
Pro Basketball-NBA	325
College Football	202
College Basketball	181
Golf	155
Boxing	134
Ice hockey	100
Track and Field	99
Tennis	78



# People Magazine

**People Exclusive**

**BRITNEY GRINER'S HOMECOMING**  
Her Wife, Cherelle, Shares Their Joyful Reunion—and Their Fight to Bring Others Home

**Ben & J.Lo's Romantic Christmas!**

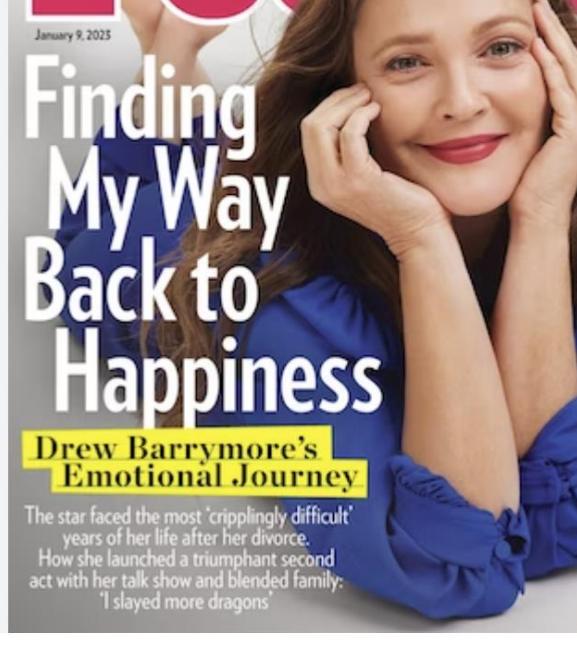


January 9, 2025

## Finding My Way Back to Happiness

**Drew Barrymore's Emotional Journey**

The star faced the most 'crippingly difficult' years of her life after her divorce. How she launched a triumphant second act with her talk show and blended family: "I slayed more dragons"



**Kevin Costner's SURPRISING DIVORCE**  
Plus: What's Next for Yellowstone

**Jamie Foxx**  
The Latest on His Health Crisis

**EXCLUSIVE DETAILS**

**King Charles III**

May 22, 2023

## The Next Royal Era Begins

**Behind the Scenes at the Coronation**

The private family moments  
late's spectacular style  
Harry's arrival—and early exit



**People**

**WHAT REALLY HAPPENED**  
Kelly & Mark Mix Love and Work on Live! 'It's a Dream Come True'

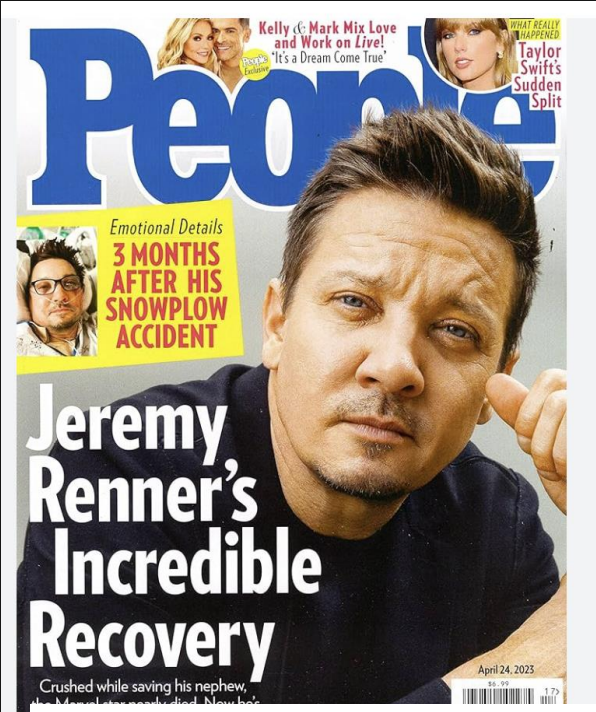
**Taylor Swift's Sudden Split**

**Emotional Details**  
**3 MONTHS AFTER HIS SNOWPLOW ACCIDENT**

## Jeremy Renner's Incredible Recovery

Crushed while saving his nephew, the Marvel star's path to healing

April 24, 2023



**People**

**Tori & Dean's Marriage Crisis**  
WHAT'S REALLY HAPPENING

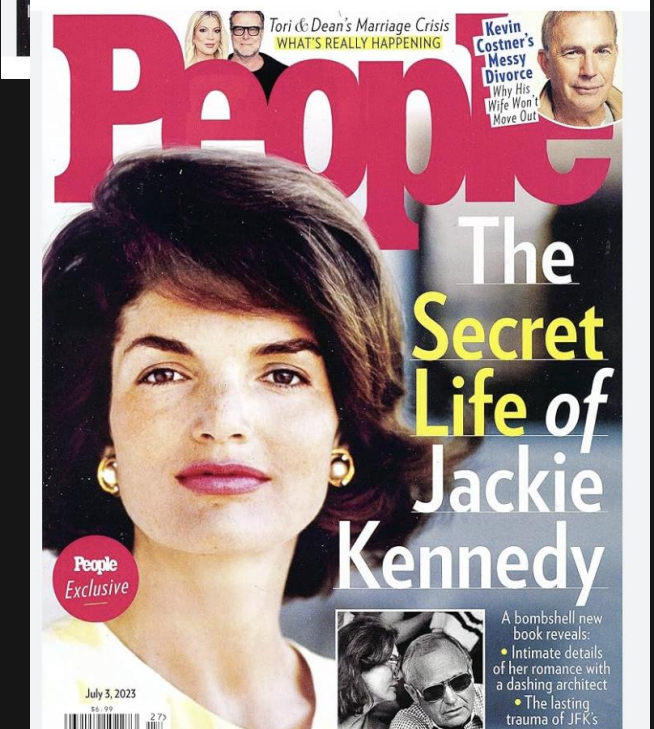
**Kevin Costner's Messy Divorce**  
Why His Wife Won't Move Out

## The Secret Life of Jackie Kennedy

**People Exclusive**

A bombshell new book reveals:  
• Intimate details of her romance with a dashing architect  
• The lasting trauma of JFK's

July 3, 2023



MARCH 24, 2013

# TIME

NEW  
WORLD  
POPE

POPE FRANCIS



www.time.com

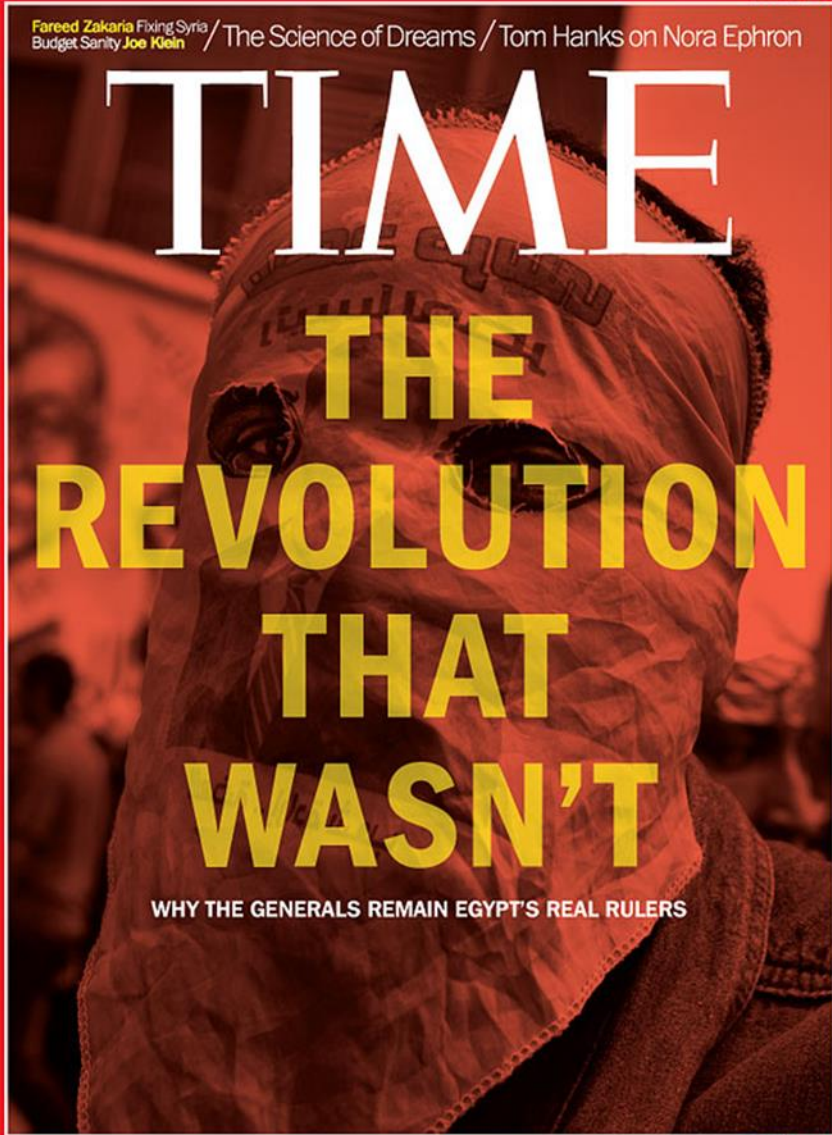
JULY 9, 2012

Fareed Zakaria Fixing Syria / Budget Sanity Joe Klein / The Science of Dreams / Tom Hanks on Nora Ephron

# TIME

## THE REVOLUTION THAT WASN'T

WHY THE GENERALS REMAIN EGYPT'S REAL RULERS



www.time.com

MARCH 5, 2007

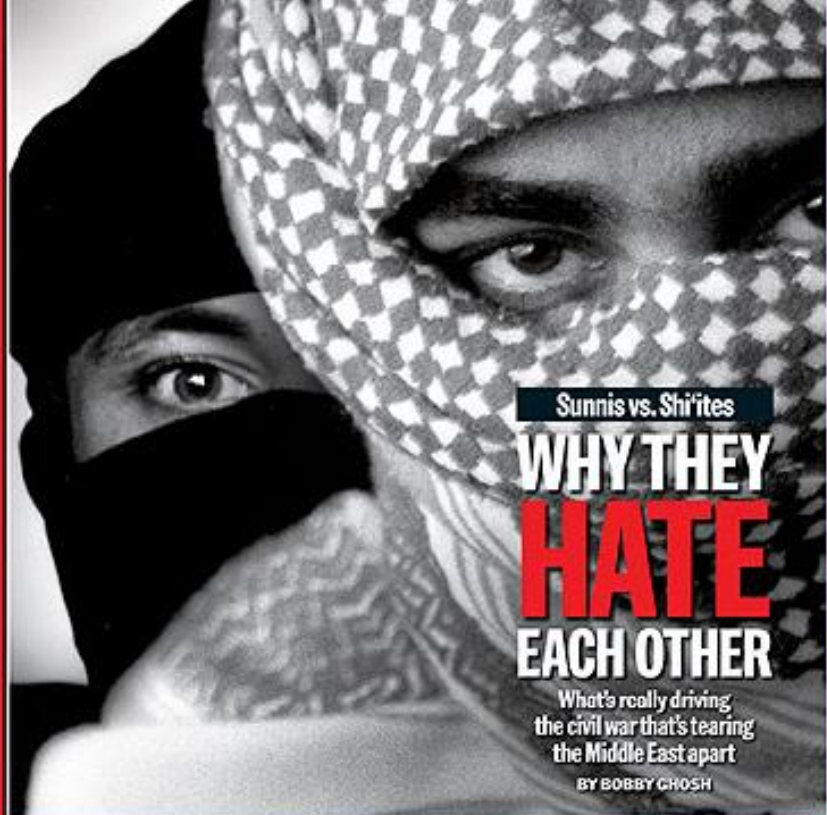
www.time.com

WHAT A BLAST: SPACE TOURISM MAY BE CLOSER THAN YOU THINK



Richard Branson

# TIME



Sunnis vs. Shi'ites

## WHY THEY HATE EACH OTHER

What's really driving the civil war that's tearing the Middle East apart

BY BOBBY GHOSH

MARCH 8, 2010

Joe Klein: West Bank Renaissance

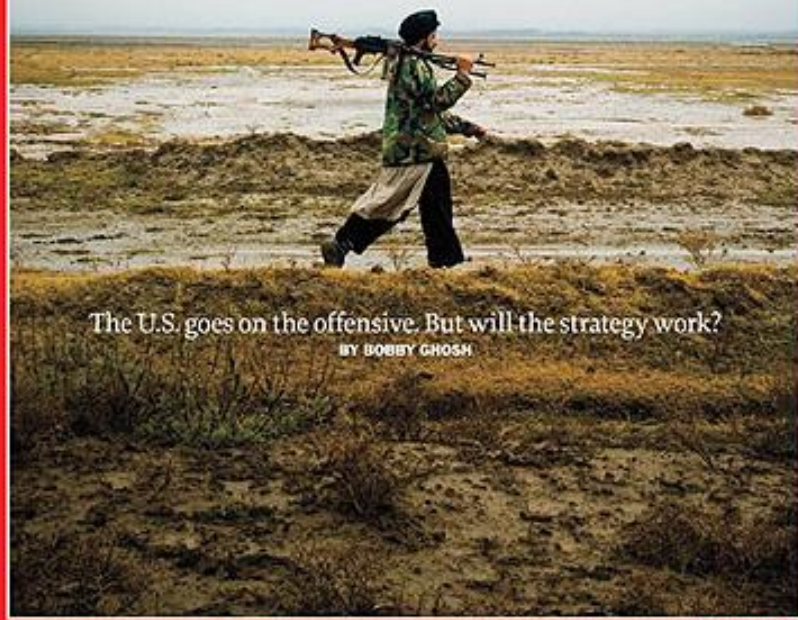
Haiti: Coping with a New Crop of Orphans

Autism: Who's Afraid of Jenny McCarthy?

The Oscars: How to Win Your Office Pool

# TIME

## TAKING ON THE TALIBAN



The U.S. goes on the offensive. But will the strategy work?

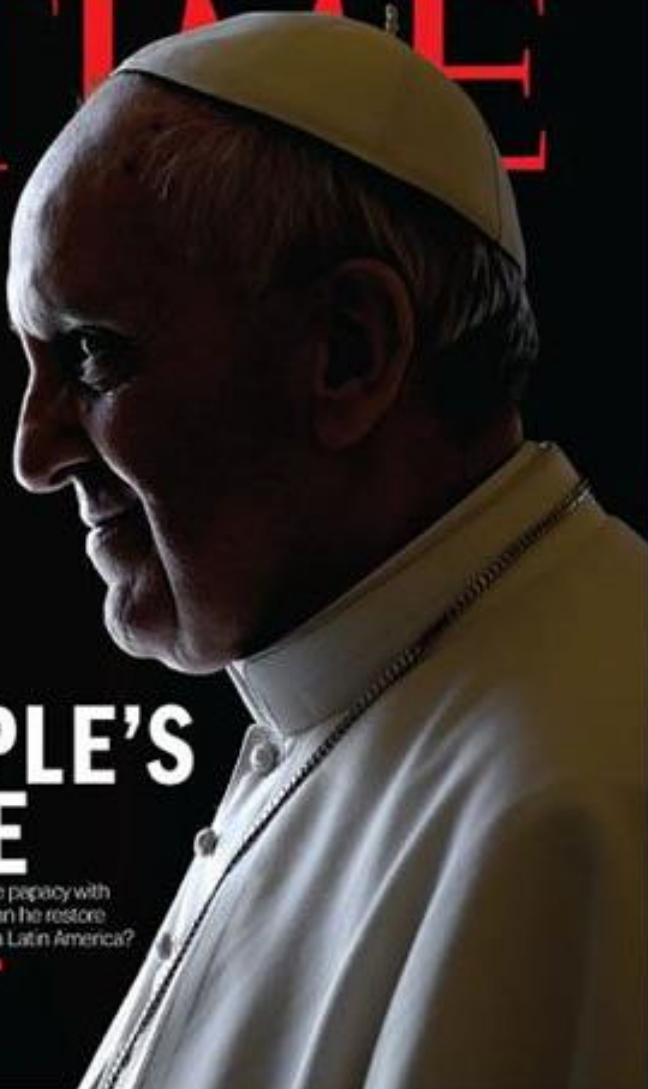
BY BOBBY GHOSH

www.time.com

JULY 29, 2013

Bilingual Brains / After Trayvon / The End of Chemo?

# TIME



## THE PEOPLE'S POPE

Francis is redefining the papacy with humility and candor. Can he restore the church's fortunes in Latin America?

BY HOWARD CHUA-EDAN

TIME.COM

DECEMBER 23, 2012

# TIME

POPE FRANCIS

PERSON OF THE YEAR



TIME.COM

NOVEMBER 27, 2006

www.time.com

# TIME

THE POPE  
CONFRONTS

# ISL<sup>☾</sup>M

How Benedict XVI's first  
visit to a Muslim nation could  
reshape the debate between  
Islam and the West

BY DAVID VAN BIEMA  
& JEFF ISRAELY



JUNE 19, 2006

www.time.com AOL Keyword: TIME

# TIME

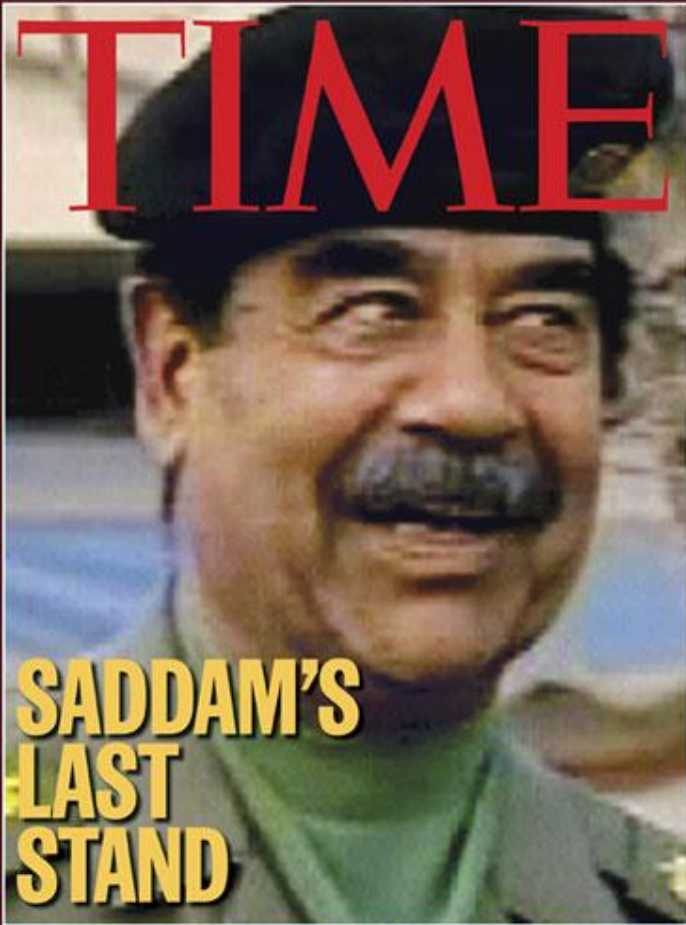


APRIL 14, 2003

www.time.com AOL Keyword: TIME

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**SADDAM'S  
LAST  
STAND**



SEPTEMBER 25, 2006

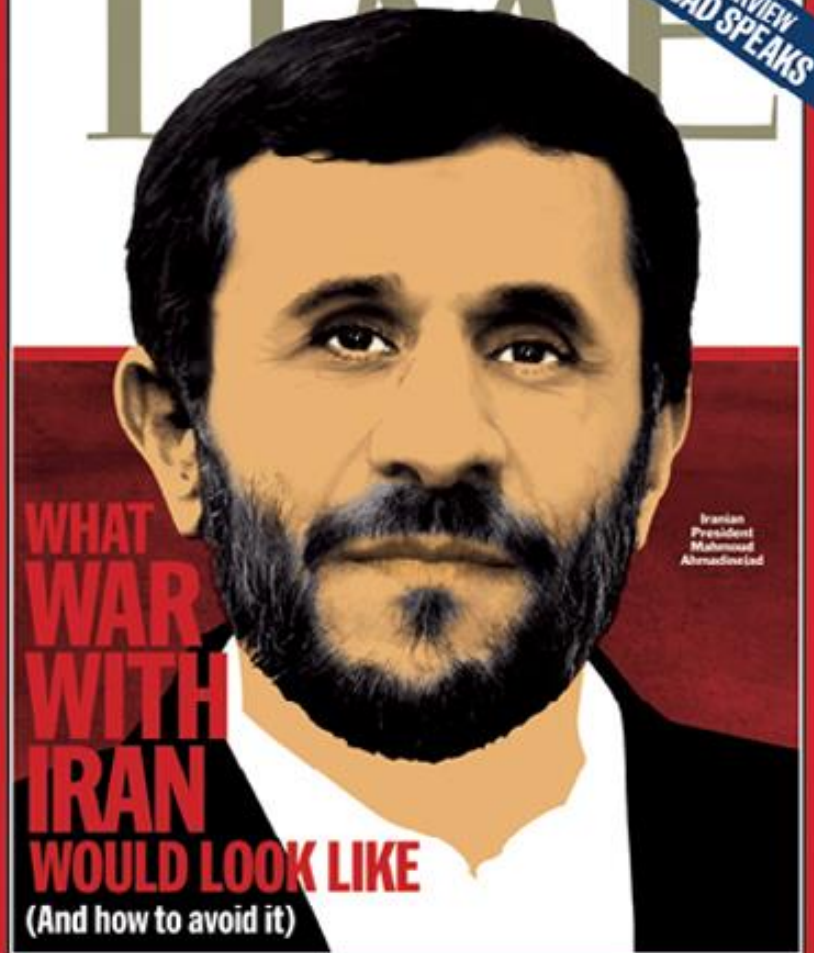
www.time.com

EXCLUSIVE INTERVIEW  
AHMADINEJAD SPEAKS

# TIME

**WHAT  
WAR  
WITH  
IRAN  
WOULD LOOK LIKE**  
(And how to avoid it)

Iranian  
President  
Mahmoud  
Ahmadinejad



FEBRUARY 17, 2020



# CHINA'S TEST

by Charlie Campbell

*Preventing the Next Outbreak*

by Pardis Sabeti

*The Economic Threat*

by Ian Bremmer

time.com

PERSON OF THE YEAR

DECEMBER 21, 2019 / JANUARY 7, 2020

# Person of the Year

And the Runners-Up  
At Core: J.K. Rowling, Ha Joon  
& General David Petraeus

# TIME



Vladimir  
Putin

Tsar of  
The New  
Russia

www.time.com

BECOME RICHEST MAN

BUY TWITTER

LAUNCH ROCKET

BRING ROCKET BACK

IMPLANT HUMAN BRAIN CHIP

GET TRUMP ELECTED

WORK FROM MAR-A-LAGO

SLASH \$2 TRILLION

FLY TO MARS

TIME



# CITIZEN MUSK

WHAT'S NEXT ON HIS TO-DO LIST?

BY SIMON SHUSTER

# Person of the Year TIME



DONALD  
TRUMP

PRESIDENT  
OF THE  
DIVIDED STATES  
OF AMERICA

# TIME

**THERE'S A  
RIGHT WAY  
TO REOPEN  
AMERICA.  
THIS ISN'T IT**



MAY 27, 2024

# TIME



## If He Wins

by  
ERIC CORTELESSA

time.com

AUG. 26, 2024

# TIME



## Kid of the Year

**HEMAN  
BEKELE**

A 15-YEAR-OLD  
SCIENTIST WHO  
COULD CHANGE  
HOW WE TREAT  
SKIN CANCER

time.com