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Global Media: Representations of Labor in the Age of Neoliberalism

This paper addresses how corporate bodies take very seriously the fact that media culture shapes our sense of political agency and mediates the relations between everyday struggles and structures of power. While State controlled media in many countries are seen as a propaganda mechanism, in this age of postmodern technologies that can saturate society with media messages, elite private interests have also worked diligently to monopolize the means of production and distribution of information and ideas so as to be able to more effectively circulate, legitimate, and reproduce a vision of the world that suits their needs. Using the United States as an example where media is largely controlled by five massive transnational corporations, this paper addresses how the neoliberal model of media production uses the Federal Communications Commission to reinforce its hegemony and is thereby able to construct tales about the lives of working people that reinforce classist, racist, and sexist stereotypes that serve to justify the inequities inherent in capitalism's class structure. It's important to look critically at the stories these corporate-managed media script and sell domestically and globally and ask: Whose interests are served by such representations, and what alternative visions of information technologies are available to the public?