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The Mainstreaming of Media Critique

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ABSTRACT The Mainstreaming of Media Critique is a review essay that focuses a collection of recent works concerning the politics of the mass

media, which are intended for a general readership. However, these texts' inability to see the audience as anything other than a victim of power exercised through control over the information to which it has access limits their value as a foundation for a critical approach to the politics of communication.

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Christian Fuchs is Professor of Social Media Research at the University of Westminster's Communication and Media Research Institute. Marisol Sandoval is a Lecturer in Culture, Policy and Management at City University, London. Routledge Studies in Science, Technology and Society. 16 Internet and Surveillance The Challenges of Web 2.0 and Social Media Edited by Christian Fuchs, Kees Boersma, Anders Albrechtslund and Marisol Sandoval. 17 The Good Life in a Technological Age Edited by Philip Brey, Adam Briggie and Edward Spence. 18 The Social Life of Nanotechnology Edited by Barbara Herr Harthorn and John W. Mohr. My impression is the media aren't very different from scholarship or from, say, journals of intellectual opinion—there are some extra constraints—but it's not radically different. They interact, which is why people go up and back quite easily among them. You look at the media, or at any institution you want to understand. You ask questions about its internal institutional structure. You want to know something about their setting in the broader society. Media critiques dissect popular film, television, novels and other forms to explain to a broad audience how, in academic terms, these cultural artifacts can be reflective of social issues, evidence artistic accomplishment, offer critical voice to power and much more. Often taking the form of a visual essay, the media critique requires researching, editorializing and translating both written and visual source materials into a cohesive, understandable whole. What can a Media Critique look like? Depending on the source material being critiqued, these projects can take many forms and utilize many "Big Tech and mainstream media are constantly trying to silence the independent voices that dare to bring you the truth about toxic food ingredients, dangerous medications and the failed, fraudulent science of the profit-driven medical establishment. Email is one of the best ways to make sure you stay informed, without the censorship of the tech giants (Google, Apple, Facebook, Twitter, YouTube, etc.).