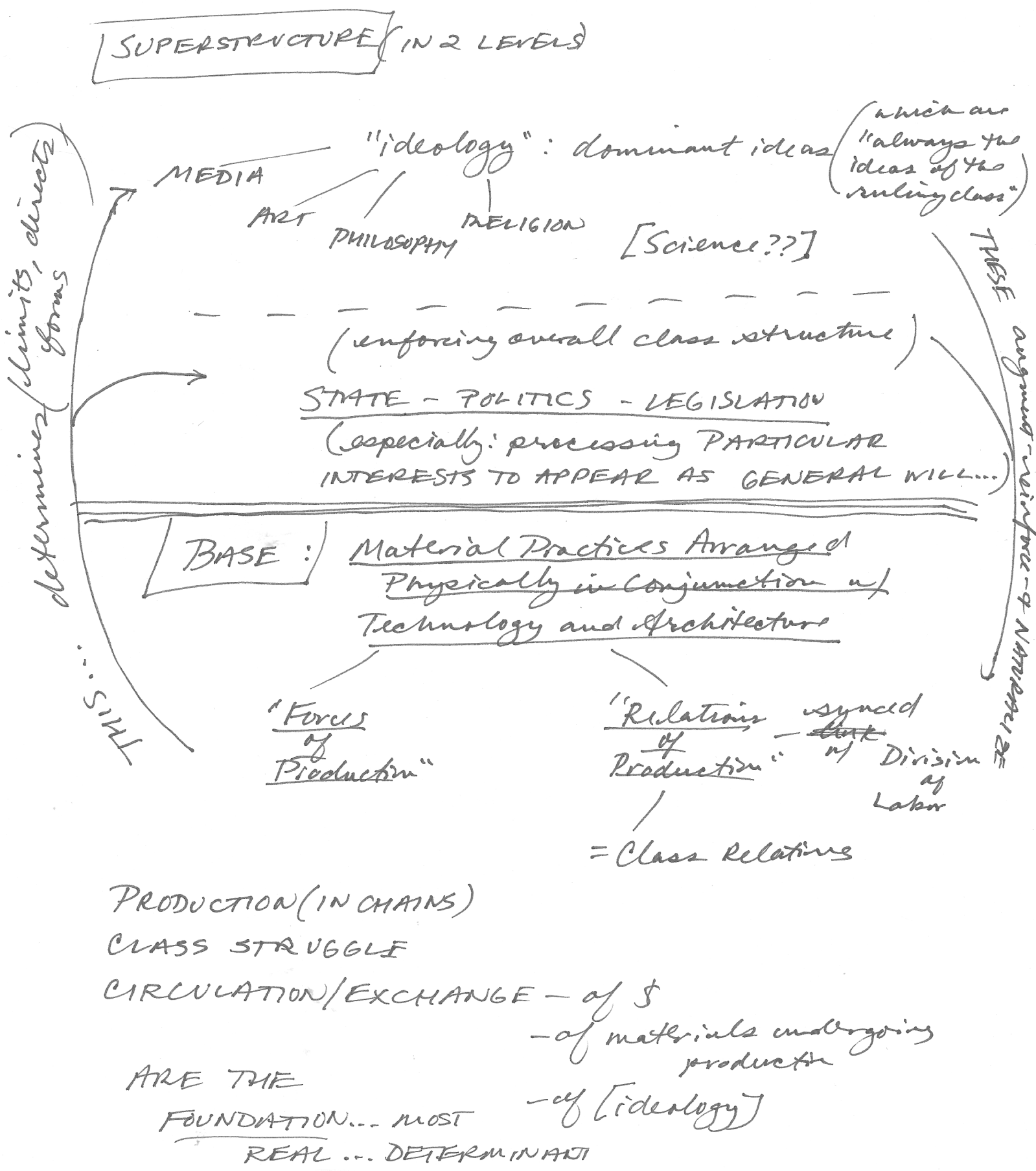


THE MARXIST (ALTHUSSERIAN) MODEL OF BASE (INFRASTRUCTURE) + SUPERSTRUCTURE



- B. The question of the **reproduction** of the structure of production. What ISAs etc will do is to reproduce: SKILL (to fit existing job structure) + SUBMISSION(willingness to obey within that structure)...
- 1. Foucault adds to this that even biological reproduction of the populace enters, in the 17th and 18th centuries, into the concerns of governmental bureaucracy
- C. "**State Power**" = the ability to use State "apparatuses" for the purposes of a certain class's "domination"
- D. **SA vs ISA** (Althusser's addition to the classic Marxist theory: in order to remain a ruling class, a class must hold not only "state power" but also hegemony within "ideological state apparatuses," which are distributed throughout society and in many ways offer the form of society)... DIAG2
- 1. Foucault continues this line of thought: power is not just "repressive," he says: it's *productive*, of pleasure, of knowledge, of discourse...

State Apparatus

(unified)
SA ("public")

- army (intervenes in the last instance)
- Police
- Courts
- Prisons
- head of state: government administration

FUNCTIONS

- 1st: By VIOLENCE
- 2nd: By IDEOLOGY

- FUNCTIONS
- 1st: By ideology
 - 2nd: By Violence

Ideological State Apparatuses

ISA (multiple but unified "under the Ruling ideology")
("private")

- religious: system of churches
- educational: system of different public + private schools

- family
- political parties
- trade unions

* COMMUNICATIONS

(press, radio, TV, etc)

CULTURAL

(literature, ARTS, sports...)

* note: Althusser is saying that Art, Media, Education ARE INVOLVED

in CLASS WAR -
struggles for DOMINATION
... & Foucault will add: in the
"POLITICS OF TRUTH"

- E. How SA and ISA operate
- F. THE SA forms a "shield" for the operation of ISAs; It establishes the required "political conditions" for the functioning of the ISAs
- G. What are the chief "ISA"s in our environment? For Althusser, it historically moved from family-church to family-education (by 1968 in France). For us it's come to include MEDIA
- H. **WHAT IS "IDEOLOGY"?**
- I. **Regional Ideologies vs "The Ruling Ideology" ... DIAG3**

1. Ideology / **Truth = a Product**, stemming from a production process working raw materials into distributed "truths"
2. How can there be propaganda, where: private not public, no formal censorship, competition, periodic "exposes" of corporations, "free speech"
3. answers = **filter system** / hegemony over feeds / distribution

Diag. 091115 CHOMSKY (+ THUSSO): GLOBAL MEDIA PRODUCTION / DISTRIBUTION AS THIS PROCESS INVOLVES AS "FILTERS" PERFORMING A SELECTIVE FUNCTION. DOMINATED BY U.S./UK / MULTINATIONALS

"SOURCES"
"FACTS"
VIDEO FOOTAGE
SOUND BYTES
IMAGES

assembly of [RAW-NEWS] MATERIALS

CONSTRUCTION / ASSEMBLY / FORMATION OF MASS MEDIA CONTENT

MEDIA PRODUCTION

1. Size / Concentration / Owner-wealth / # PROFIT - ORIENTATION of major media firms
2. Advertising
3. * Reliance on info fr. GOVT BUSINESS "EXPERTS" (eg fr. "THINK Tanks")

4. FLAK = retribution for anti-power distributions

5. "ANTI-TERRORISM"

PRIMARY RAW MATERIAL PROVIDERS

GOVT BUSINESS THINK TANKS
(- they meet the industrial demand for volume of info.
- they satisfy social requirements for "variety" / "authenticity"
... see Foucault: "Political Economy of Truth" ...

AP
w/ infrastructure esp of content production
APTN (Reuters TV)

CNN | BBC | FOX
| SKY | STN

U.S. / BRITAIN

MEDIA DISTRIBUTION
- performed mostly (by volume)

