



THIS IS HOW THEY SEE ME

DAY 5
SOCIO-ECONOMIC

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Social-Class...

- One of the most fundamental dimensions of social organization...
 - Organization of individuals into groups
 - Arranged hierarchaly
- Marx
 - Based in Marxism...social class determined by individuals relationship to power and production
 - Does individual posses the power to produce?

Social-Class

- Weber 3 elements of social class
 - Economic position
 - Social status or prestige
 - Power
 - Some scholars also include
 - Education
 - Occupation
 - Income
 - Wealth
- Classes often recognized in contemporary U.S.
 - Lower Class
 - Working Class
 - Middle Class
 - Upper-middle Class
 - Upper Class

Living the “American Dream” via Media

- Paulson and O'Guinn
 - Nearly half Americans believe they are middle class
 - Mass media has been said to lead to misperceptions about American's self-perception of belonging to the middle class.
 - Media blurs the lines between social classes
- What is the “American Dream”
 - Life should be better and filled with opportunity for everyone, despite social class!
 - 3 Interrelated ideas constructing the American Dream
 - Opportunity
 - Meritocracy
 - Upward mobility
- Most Americans believe that opportunity is “widely available” (Paulson and O'Guinn, 2018)
 - Hard work and talent gets you ahead!

Value of Capital in Social Class

- Bourdieu's conception (O'Sullivan, 2016)
 - Economic capital (money and property)
 - Cultural Capital (cultural goods and services including educational credentials)
 - Social capital (acquaintances and networks)
 - Symbolic capital (legitimation)

Low-income/Impoverished Class

- Bunds & Newman (2015)
 - Media allows audiences to consume the “horrors” of poverty without having to engage in the material realities of poverty.
 - Those who are impoverished (a la the “bum” in Bunds and Newman’s study) become the “other”
 - The Impoverished other is
 - Undeserving
 - Pathological
 - Irresponsible

Working Class

- Working Class Media Traits (stereotypes) (Behm-Marowitz, 2018)
 - Lacking intelligence
 - Lacking in taste
 - Lacking in parenting skills
 - Men
 - Lazy
 - Unintelligent
 - Buffoons
 - Women
 - Depicted by success in domestic sphere
 - Unable to take responsibility for their lives



Upper-Class

- Depicted more favorably than working class
 - Better parenting
 - Better taste
 - Higher intelligence

Performing Class

- Grindstaff (2002)---from Lee and Moscowitz (Gender Race and Class Reader)
 - Class, especially in the context of television, is also a performance, a social script involving, among other things, language use, mannerisms, and dress
- Wood and Skeggs
 - Performatives are unconscious repeated gendered and classed enactments, while performances are full-blown conscious actions. What we often see on reality television is the performative made explicit.



Authenticity...

References

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