

discuss power and ideology in media texts. As an example, where once the least informed and the least educated were the most subject to propaganda, now the most informed and most educated often are the first to create propaganda and the first to consume it. FORMER BLURB COPY.....It is widely recognized that the mass media provide us with ample information which we use to construct some sense of the world around us. It is not as widely recognized that consumers of media messages are active in this constructive process, making meanings that are sensible to them in particular life circumstances. The media target a younger, more media savvy generation who are more likely to be participants in the messages than members of any previous generation. This participatory aspect of new media is central to what the author defines as the new propaganda. Although critical and cultural theories are often prohibitive for undergraduate students, the authors formulation offers an accessible way to discuss power and ideology in media texts. Without using the critical discourse, he provides compelling arguments that power and ideology are created and maintained through the active participation of audience members. The conceptualization of the old and new propagandas helps move the study of propaganda out of the realm of world politics into the study of popular culture. The author views all of the participatory functioning of the society as aspects of membership in a more embracing popular culture. This point of view recognizes that the mass media are extremely important forces in the consumers construction of reality and that they are no longer exclusive channels for disseminating the messages of the powerful elites. Instead, the media -- particularly the new media -- are accessible to and used frequently by less powerful members of society -- children, ethnic minorities, and marginal members of society -- to create realities that more satisfactorily fulfill their needs. NEW BLURB COPY FOR GENERAL

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