

Videography

Session 4. Neoliberalism and the Global Music Industry

Accompanying this session are some wonderful documentaries and films, as listed below. You can find many of these documentaries on BoB National (<https://learningonscreen.ac.uk/ondemand>), if your institution has an active subscription. Alternatively, search in YouTube or on the worldwide web.

Saving Capitalism (2017)

SAVING CAPITALISM is a documentary film that follows former Secretary of Labor and Professor, Robert Reich, as he takes his book and his views to the heart of conservative America to speak about our economic system and present big ideas for how to fix it. Reich meets with Americans from all walks of life as he chronicles a seismic shift in the nation's economy. Available at <https://www.netflix.com/gb/title/80127558>.

Shock Doctrine: The Rise of Disaster Capitalism (2009)

Based on her book of the same title, Naomi Klein presents a shocking and eye-opening investigation of "disaster capitalism", based on Klein's proposition that neo-liberal capitalism feeds on natural disasters, war and terror to establish its dominance. Available at <https://youtu.be/B3B5qt6gsxY>.

Money for Nothing: Behind the Business of Pop Music (2001)

Of all mass cultural forms, popular music has historically been characterized by the greatest independence for artists and allowing access to a broader diversity of voices. However, in the contemporary period, this independence is being threatened by a shrinking number of record companies, the centralization of radio ownership and playlists, and the increasing integration of popular music into the broader advertising and commercial aspects of the market. Narrated by Thurston Moore of Sonic Youth, *Money for Nothing* features interviews with hip-hop legend and pioneer Chuck D, respected independent artist Ani DiFranco, Michael Franti of Spearhead, and Riot Grrrl co-founder Kathleen Hanna (of Bikini Kill and Le Tigre). It also includes interviews with popular music historian Professor Reebee Garafolo, ex-Rolling Stone editor Dave Marsh, political economist Robert W. McChesney, and Shirley Halperin, editor of BOP magazine. *Money for Nothing* succinctly explains how popular music is produced and marketed, and offers an accessible critique of the current state of popular music.

Rich Media, Poor Democracy (2003)

McChesney, along with media critic Mark Crispin Miller, surveys the contemporary media landscape through the lens of constitutional democracy to correct the myopic corporate vision of these telecommunications visionaries. Cutting against the grain of self-interested mainstream media reporting on the media industry, the video uncovers the mostly uncovered story behind the push for so-called “deregulatory” policies. The baseline motive of the video: to consider the consequences of these policies and the media system they have created for free speech and democracy. The result is a devastating examination of how and why we have ended up with precisely the opposite of what was promised in 1996: the radical re-regulation of the media industry at the expense of the public interest, the command and control of the public airwaves and public discourse by a handful of corporate empires, and the judicial and legislative triumph of corporate speech over the free speech rights of individuals – in short, a creatively flat and flattening media system averse to competition, entrepreneurship, and the democratic interests of the true owners of the airwaves, the American people. While McChesney argues that our democracy and the public interest are being corrupted, he also looks to the future with determination and hope. As he reminds us throughout, the media system we live with today is neither natural nor inevitable, but the evolving product of ongoing human decisions – of policies enacted by elected representatives who survive by responding not only to the highest bidder, but also to the loudest voice. The recent storm of public protest against further proposed FCC de-regulations could not have made this more clear: when people understand the meaning and crucial importance of telecommunications policy, they do not hesitate to make their representatives understand the meaning of democracy. Rich Media, Poor Democracy is designed to further this kind of understanding. Navigating the labyrinthine complexity of communications policy with clarity and passion, it gives cause to believe that next time around the revolution of the airwaves may well be democratic, and democratically televised, after all.

Dreamworlds 3: Desire, Sex & Power in Music Video (2007)

Dreamworlds 3, the latest in Sut Jhally's critically acclaimed Dreamworlds series, takes a clarifying look at the warped world of music video. Ranging across hundreds of images and stories from scores of music videos, Jhally uncovers a dangerous industry preoccupation with reactionary ideals of femininity and masculinity, and shows how these ideals have glamorized a deeply sexist worldview in the face of the women's movement and the fight for women's rights. In the end, *Dreamworlds 3* challenges young people to think seriously about how forms of entertainment that might seem innocuous and inconsequential can be implicated in serious real-world problems like gender violence, misogyny, homophobia, and racism. Available at <https://shop.mediaed.org/dreamworlds-3-p86.aspx> and <https://www.kanopystreaming.com/product/dreamworlds-3-0>.

Tough Guise: Violence, Media, and the Crisis in Masculinity (1999)

Acclaimed anti-violence educator Jackson Katz argues that the epidemic of male violence that plagues American society needs to be understood and addressed as part of a much larger cultural crisis in masculinity. Whether he's looking at bullying and school shootings or gay bashing, sexual assault, and violence against women, Katz makes a powerful case

that male violence, misogyny, and homophobia are inextricably linked to how we define manhood as a culture. The film gives special attention to how American media have glamorized increasingly regressive and violence masculine ideals in the face of mounting social and economic threats to traditional white male heterosexual authority. Katz's innovative cultural approach to gender violence prevention has been adopted by the NFL, the NCAA, and the U.S. Marine Corps. Available at <https://shop.mediaed.org/tough-guise-p163.aspx>

***On Orientalism* (1998)**

In this adaptation of his paradigm-shifting book, Edward Said examines the origins and evolution of Western attitudes towards the Middle East. Said shows how perceptions of the Middle East as an exotic land full of villains and terrorists are deeply rooted in the Western imagination, and argues that this caricatured cultural heritage continues to blind too many Europeans and Americans to the complexity and diversity of the region. "That's the power of the discourse of Orientalism. If you're thinking about people and Islam, and about that part of the world, those are the words you constantly have to use. To think past it, to go beyond it, not to use it, is virtually impossible, because there is no knowledge that isn't codified in this way about that part of the world." - Edward Said. Available at <https://shop.mediaed.org/on-orientalism-p88.aspx>