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

  ◦ Perfomatives 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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