Questions on Carolyn Marin, "Communication as Embodiment"

1. How does Marvin define "body" and "text" and why does the difference matter?

2. What are the roles of body and text in the history of communication?

3. What are the "textual" and "bodily" classes and why does the difference matter?

4. Why is the body so important for mass media?

Questions on Todd Gitlin, "Historical Origins of the Torrent," "Distractions, Drugs and Fetishes" and "Calculation and Feeling":

1. Why do we need to account for the torrent of media content that we encounter today?

2. Gitlin makes several comparisons between ancient (or at least centuries-old) approaches to media and contemporary ones. What's changed? What has remained the same?

3. What does his diagram of the declining cost of entertainment demonstrate? What does he say about the relationship between cost, technology and popular demand for entertainment?

4. What was the religious critique of popular culture?

5. How did Marx view popular culture? Where does Gitlin disagree with Marx?

6. What is "the fetishism of commodities" and why does it matter?

7. What did Simmel find as the root of modern alienation instead of capitalist production?

8. What were the sources and characteristics of "the blasé attitude"?

9. Why did people people seek out disposable emotions and emotional experiences they could control?

10. How does this connect up Simmel's insights to the experience of media?