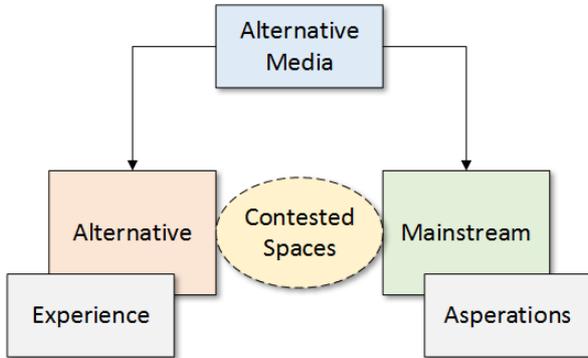**TECH1502-18 Introduction to Community Media**

Lecture Ten – DIY Media

1   Alternative Media

"The examples depicted underscore the thesis that accounts of alternative media need to overcome the limitations of simple binaries – such as alternative versus mainstream – so as to address their status as contested spaces structured, and reconstructed anew, according to the needs, experiences and aspirations of specific groups (particularly those otherwise underrepresented, ignored or trivialised elsewhere in the mediascape)" (Bailey, Cammaerts, & Carpenter, 2008, p. x).

1.1   Alternative Spaces

"We are not celebrating 'alternative' media per se, we are exploring the plethora of alternative spaces that might allow for renewal of what constitutes the practices of alternative communication/media in the new millennium. We are pointing to the need for greater empowerment of the large majority of ordinary people removed and disenfranchised from the media and the political public spheres" (Bailey et al., 2008, p. xii).

1.2   Against the Mainstream

"As alternative media are defined as being in a negative relationship with mainstream media, the contingency of this concept should be emphasised: what is considered 'alternative' as a certain point in time could be defined as mainstream at another point in time. The social context in which alternative media function is inseparable from the concept of 'alternative media' and can serve as a starting point for the definition of alternative media" (Bailey et al., 2008).

TNTV - Special Report On Mainstream Media vs Alternative Media
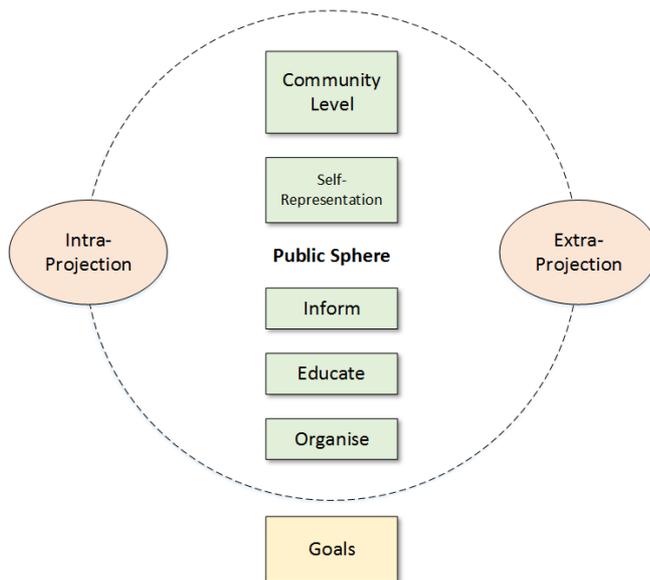[Contains Unedited News Footage]
I Make No Money From This News Channel - I just Hope To Raise Awareness On Important & Current Issue ! :)
SUBSCRIBE PLEASE - Please RE-UPLOAD MY VIDEOS & BECOME THE MEDIA - START YOUR OWN YouTube NEWS PLATFORM. I Only Wish To Help Raise Awareness On Things I Feel Aren't Covered Enough/At All / DisInfo
https://youtu.be/hD0nGLihHcc
https://www.youtube.com/channel/UC2MjbM9bFzwIc0jLPvgxpuA

2   Community Identity

"For O'Sullivan, alternative media argue for social change, seek to involve people (citizens, not elites) in their processes and are committed to innovation in form and content" (Atton, 2002, p. 15).

"At a community level, alternative media are used to represent the community world to itself, to inform, educate, and organise the community, and to develop common identities and shared purposes. Alternative media are also used strategically to project the message and image of a community outside itself into a specific public sphere as part of a campaign to achieve a predetermined set of goals" (Fontes, 2010, p. 383).

2.1   Cultural Production
"Alternative media – like any forms of cultural production – and their creators are positioned, 'enunciated': we all write and speak from a particular place and time, from a history and a culture which is specific' (Hall, 1990, p. 222)" (Atton, 2002, p. 22).

BBC open door. Guttersnipe Punk Fanzine Telford
A 1980 BBC documentary about Guttersnipe Punk Fanzine from Madeley, Telford
https://youtu.be/PFwXk4eK6Jk

2.2   Non-Professional Media
"Today, the mainstream notion of 'DIY' is associated with the everyday home improvement – putting up shelves, assembling flat-pack wardrobes, and fixing drainpipes oneself, without professional help. This is a commonplace, suburban kind of phenomenon, popularly seen as a bit boring and nothing to do with any kind of radical politics movement" (Gauntlett, 2011, p. 49).
Changing Rooms (Clip)
https://youtu.be/kYodF2psuIU

2.3   Lo-Fi Media
"A similar but different version of the DIY ethos is the 'lo-fi' music and zine culture, influenced in part by the punk scene. This DIY culture is characterised by a rejection of the glossy, highly produced, celebrity-oriented mainstream of popular culture, and its replacement with a knowingly nonglossy, often messily produced alternative which is much less bothered about physical beauty, and declares an emphasis on content rather than style" (Gauntlett, 2011, p. 53).

2.4   Leicester Lo-Fi Photography | Handmade Festival 2013
Vanessa Kerr speaks to members of Leicester Lo-Fi Photography at the Crumblin' Cookie about their exhibition at Handmade Festival 2013. https://youtu.be/6829PVtk3OQ

2.5   Independent Media

"This ethos is discussed, for example, in Amy Spencer's book DIY: The Rise of Lo-Fi Culture. She's an enthusiastic guide. On the first page she says: 'In the face of the bland consumerist pop that dominates the airwaves and the bestselling celebrity biographies that fill the bookshops it is exciting to realise that there are an increasing amount of independent and creative minds who care enough to go against the grain and produce music, art, magazines and literature that is truly unique – whether it is likely to sell or not" (Gauntlett, 2011, p. 53).

2.6   Sustainable Media

"The DIY ethos, and a passion for craft, are not just about isolated projects, but spill over into everyday life more generally. Suggesting that people can make, fix, and repair things for themselves has much in common with sustainability and environmentalism. It also connects with anti-consumerism – the rejection of the idea that the answer to all of our needs and problems can be purchased from shops" (Gauntlett, 2011, p. 57).

3   Creativity

"This approach helps to explain why we might want to assert that a selection of amateur videos on YouTube are 'more creative' than an evening's worth of stuff on network television. The latter is likely to be polished, very professionally produced, and may be quite imaginative, but it's not quite the kind of thing that the word 'creativity' was made for" (Gauntlett, 2011, p. 78).

3.1   Is Creativity on YouTube DEAD? | The NewTube Order #1

My response to some YT related chat. Part one of a series.
https://youtu.be/IelllUyIcGs

4   Deprofessionalisation
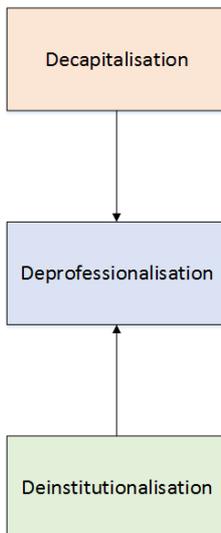
"Raymond Williams (1980) highlighted three aspects of democratic communication which we might consider as foci for this realignment: decapitalisation, deprofessionalisation and deinstitutionalisation" (Atton, 2002, p. 4).

4.1   Bridging

"This bridge between the personal and the communal – between do-it-yourself and do-it-ourselves – is one that can be found across different forms of participatory culture. Creative work has to walk a line between public interaction and isolation" (Halavais, 2013, p. 113).

4.2   Small-Scale Idealism

"A model of the media where 'people using small-scale media prevail' need not be the product of idealism or entail the overthrow of large-scale media; we may find spaces in which small-scale media already prevail" (Atton, 2002, p. 8).

"Alternative media have traditionally been valued for their perceived ability to undermine the power of large media corporations (Rodríguez 2001: 5–7)" (Order, 2012, p. 73).

4.3 Analytical Techniques

"To deploy 'alternative' as an analytical term, however, might afford us little more specificity than saying 'non-main-stream'" (Atton, 2002, p. 10).

4.4 Alternative Media Being Shut Down By 'Mainstream Media Coup' | Your News Wire

Radio host Alex Jones has issued a stern warning to all free-thinking journalists, claiming that there is a fierce assault being waged against alternative media websites.

According to a recent Breitbart report, Jones says that the Murdoch family are leading the way in taking down all forms of independent media by any means possible.

"This is the biggest assault on the free press we have seen in modern times. I knew about this a long time ago but I couldn't talk about it obviously from people inside Fox. This is a coup. Oh, he hugged Megyn Kelly 6 years ago. Oh my God."

"This is the takedown of Fox News with the liberal Murdochs. The family to take over and turn it into CNN right during an election. This is their desperation. This is a media coup. Because in the 21st century, you don't have military coups in America, you have media coups. And mark my words, mark my words. They get Fox News the next Limbaugh. The next is Drudge. The next is Infowars. The next is Breitbart. Everybody else. You mark my words. They are coming after free speech." https://conspiracydailyupdate.com/2016/07/24/alternative-media-being-shut-down-by-mainstream-media-coup-your-news-wire/

5 Democratic Modes

"Alternative media and community radio stations often adopt a democratic mode of internal governance, rejecting traditional hierarchical corporate governance structures. This kind of organisation takes the radical actions of prioritising collective decision making as an important value (Downing 1984: 23-25)" (Order, 2012, p. 67).

5.1 Active Participation
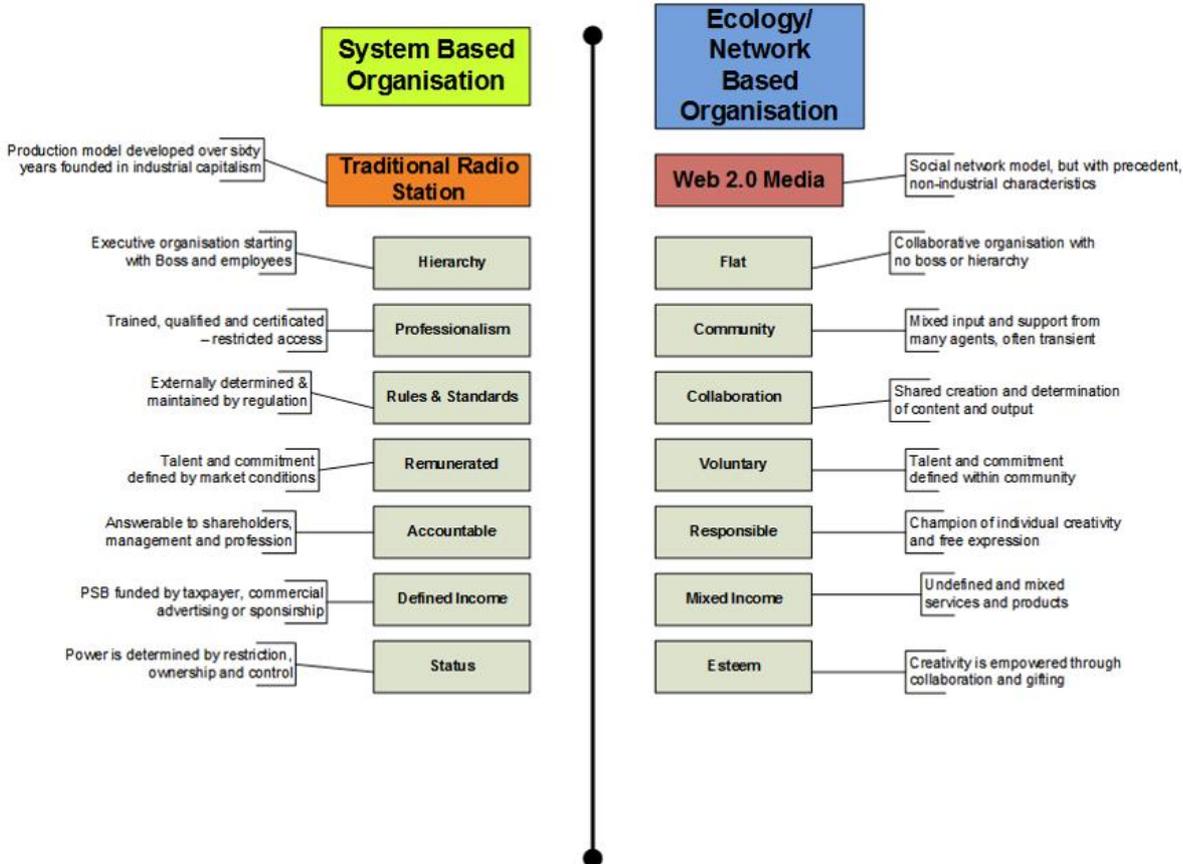
"Recuperation isn't necessarily the work of some all-powerful elite conspiracy. Alternative media workers are usually active participants, because of their propensity to reflect and promote whatever's fresh and exciting. Those in the activist media, too, play the game in their efforts to express radical ideas to more people. The alternative and activist press is a key factor in popularising new ideas and formats; indeed, that's one of the main reasons some media products in this category are published at all" (Waltz, 2005, p. 110).

5.2 Indymedia

"The radically democratic organisation of Indymedia is also maintained through transparency, the use of open and free source code, autonomy of each collective, organic development of the democratic process, shared resources, and the use of multiple languages. All the decisions, documents, e-mail discussions, and work proceedings, developed throughout the network are archived and open to anybody with access to the Internet. This degree of transparency enables and invites people to participate in an equal footing in an area of the network" (Fontes, 2010, p. 387).

5.3 Resistant Media

"Highlights [the] independent and community-based media's capacity to enhance public awareness of the movement and mobilise popular resistance to economic globalisation. Todd concludes that activist community media hold enormous potential for democratising the global mediascape" (Howley, 2010, p. 346).

6 Collective Media Identities
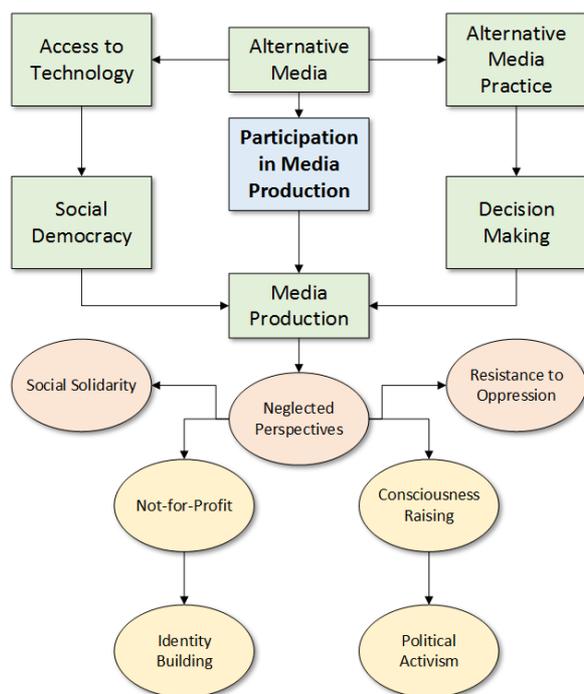
"There is a consensus in the alternative media literature (a) that access to technology and participation in media production are central tenets of alternative media practice; (b) that the pursuit of democratic social relations of media production and decision making regarding its use, in the majority of cases, as important as the content produced; (c) that alternative media focus on issues and perspectives neglected by the mainstream; (d) that, at the core, alternative media practices are steeped in an ethic of social solidarity and resistance to oppression; and (e) that unlike their commercial counterparts, alternative media have a not-for-profit orientation. A number of writers have clearly demonstrated that media are often used in small groups to build individual and collective identities, as a tool of consciousness-raising and as a stepping-stone toward political activism" (Fontes, 2010, p. 383).

6.1 DIY or DIO?

"Better than 'DIY culture' we should call it 'DiO culture' – Do it Ourselves" (Atton, 2002, p. 120).

6.2 Can We Do It Ourselves?

This is a solid, thought provoking documentary covering a relevant economic topic in-depth. The question of capitalism's grip on the modern world is highly relevant today and the film questions if we should be pushing for a democratic

cooperative way of doing business, showing case studies of businesses who are surviving as democracies within a capitalist system. https://youtu.be/ZfaFriFAz1k

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