



Karl Marx (1818-1883)

Personal History

Influenced by Darwin's Origin of Species

Young Hegelian

- believes society progresses because of wars, revolutions and other struggles of the oppressed against their oppressors . Later influenced by Ludwig Feuerbach and became **anti-Hegelian**

Theory only had impact well after his death

Lived in poverty to prevent being turned into "money-making machine"

Helped by

Friedrich Engels

- Helped him financially
- Co author of The Communist Manifesto

Influences

Charles Darwin: Origin of Species

- Based social conflict theory of change on class struggle because of differential access to means of production.

Marxist Theory

- Belief that material conditions like economic forces determine social change in society.
- Slave society to feudal system to capitalistic to socialism to communism
- Macro-level theory of social change that he hoped will lead to a more egalitarian society
- False consciousness
 - Industrial workers were not developing proletarian class consciousness because the capitalistic bourgeoisie controlled the means of mental production and thus created a false consciousness

The Frankfurt School

1. **Ideology was left-Marxist, combined with Freudian**, philosophical, literary, humanistic and intellectual. Only school to do so.
2. Key people
 1. Max Horkheimer - father was prominent manufacturer
 2. Theodor Adorno - father was wine merchant
 3. Herbert Marcuse
 4. Leo Lowenthal - father was medical doctor
 - ❖ Dialogue among them led to intellectual performance of the school. Emphasis on scholarly research rather than university teaching
3. Economic freedom due to endowment by Herman Weil
4. Critiques of
 1. Positivism - belief that real facts can be obtained from observation and experiments.
 2. Social science is a form of false consciousness which endorses the status quo under misleading veil of value-neutrality
 3. Marxism for insufficient emancipation (*def: efforts to obtain political rights*) from positivism and thinking that revolution is inevitable
 4. Society for its irrationality in lulling individuals into a false acceptance of their conditions.
5. Based in New York, but viewed it as temporary home hence published journal in German with low readership. Stayed for 17 years
6. 1950 onwards:
 1. Institute for Social Research in Germany reopened. Reinterest in psychoanalytic theory led by Herbert Marcuse. Built on eros and thanatos in a socioeconomic context.
 2. Criticized late capitalism for manipulating people's minds through mass media advertising to desire consumer products and lose critical and processing thought

Institute for Social Research

1. Horkheimer - Founding member in 1923
2. Lowenthal - 1926 (focus on literature)
3. Adorno - 1928 (focus on music)
4. Marcuse - 1933
5. Erich Fromm (psychoanalysis and Freudian theory)
- Became disenchanted with orthodox Marxist, hence supplemented macro level of Marxist explanation of social change with micro-level of Freudian psychology of the individual

- 1930 - opened branch in Geneva. 1933 - shifted to Geneva. 1934 - moved to New York City. 1950 - returned to Germany

The Authoritarian Personality

1. True collaboration - 3 Jews 1 Protestant
2. Discovered that anti-Semitism, ethnocentrism and fascism were parts of a general character structure called "authoritarian".
3. Weak and dependent but seeks to maintain law and order by enforcing a punitive conventional morality. Thinks in stereotype categories and feels strongly prejudiced against out-groups of all kinds.
4. Data came from large and diverse group but not representative of US population
5. A triangulation of survey, clinical and projective methods with a hybrid of psychometric and psychoanalytic perspectives
6. Freudian-Marxism thinking applied to an important problem - prejudice

Critical School vs Empirical School

1. Critical Scholars think that mass media is used by establishment to control society (macro view - who controls what)
 - ★ Anti-fascist, Anti-authoritarian
 - ★ Focus on Emancipation: Ways which media alienate individuals and commercialize popular culture
 - ★ eg: Leo Lowenthal study showed that a change occurred from heroes of production to heroes of consumption in 1901 - 1941.
 - Key Critical Scholars
 - Jurgen Habermas: best known for his theory on the concepts of 'communicative rationality' and the 'public sphere'
 - Herbert Schiller: warned about
 - the private takeover of public space and public institutions at home
 - U.S. corporate domination of cultural life abroad, especially in the developing nations
 - Robert McChesney: concentrates on the history and political economy of communication, emphasizing the role media play in democratic and capitalist societies.
 - Co-founder of Free Press, a national media reform organization
2. Empirical Scholars see the media as able to help ameliorate social problems and lead incremental changes (micro view - effects)

Karl Marx's research:

1. Serves as source of ideas and concepts for empirical scholars
2. Emphasis of critical scholars on poor, disadvantaged and weaker classes could have a conscious raising influence on non-critical scholars.