Summary

The role of symbolic interactionism in the analyses of media manipulation

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The issue of symbolic interactionism has been neglected in pedagogy, and at the same time exceptionally attractive to the pedagogic milieu in the contemporary understanding of communication and media pedagogy. The authors discuss the question of the meaning of symbolic interactionism in revealing media manipulation. Their starting assumption is that the theories of symbolic interactionism and symbolic violence can help account for an important aspect of media manipulation analysis. The authors analyse the significance of Encoding/Decoding System, offer examples of media texts decoding (particularly of commercials) and establish meaningful relationships between symbolic media messages and symbolic interactionism. In terms of symbols they suggest numerous possibilities for theoretical and practical applications. Symbolic interactionism reveals pedagogic consequences in the constellation of radical moral relativism where everything has a price tag but no value. The authors suggest that the prevention of media manipulation needs to be realised through the role of symbolic interactionism theory in the contemporary analyses of media pedagogy.

Key words: symbolic violence, symbolic interactionism, manipulation, commercials, media pedagogy, Encoding/Decoding System.