

Class Phenomenon in Media

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Abstract. This study consists of a theoretical comparison of the representations of Marxist and Weberian class perceptions on media. In Marxist theory, classes are associated with production whereas in Weberian theory they are based on consumption. Therefore, while Marxism makes class distinction on the basis of possession of means of production, Weberian class distinction is made on the basis of status. On the other hand, it is observed that consumption-based status gains weight in the relationship between media and social class or in the representation of classes in media. Apart from the ruling/bourgeois class, issues concerning the problems of workers and other classes, their working conditions and their rights occupy very little space in the media, whereas situations that reinforce the positions of consumption-oriented middle classes are represented more predominantly. Therefore, the media does not have a purpose that reveals or strengthens a transformative class consciousness. Class consciousness has turned into a lifestyle and a desire for social prestige because economic and social developments have drawn classes closer to one another. Individuals from all layers whose incomes have increased and who are at the same time in a position to benefit from social and political opportunities began to position themselves in the middle class.