Minding Our Media

Media is in everywhere. We can find it in just about any aspect of daily life. In “Pics or It Didn’t Happen”, by Robinson Meyer, media is a controlling entity that can easily change or warp our thoughts and ideas on a subject, and that close watch on what we release on our personal social media is vital for the future growth of our world. However, in “Our Celebrities, Ourselves”, by Neal Gabler, a different angle of the media is taken, instead shows how celebrities use the media to promote themselves to get to the common person. Both sides lay out what and how the media works in their respective articles, but the way that either article reaches and shows their main point of view is quite similar. There are many key terms that are specifically needed in writing an article and the two use a good amount. However, it is the similar way that both articles use the repetition of these words that really brings these key terms into light for the reader.

“Our Celebrities, Ourselves”, by Neal Gabler, discusses the idea that celebrities are not simply people that are famous and well known, but they instead are living narratives for us to watch and receive entertainment from. Gabler argues that celebrities don’t deal with real people problems because they see themselves as outside of the normal public eye. However, we as the public enjoy seeing these celebrities placed in real life situations because we feel it brings them into a sense of reality and closer to us as the public.
In “Pics or It Didn’t Happen” the author, Robinson Meyer, focuses on a different subject about how we require constant recognition from social network. We are beginning to base our opinions on others that are formed online. We now need an evidence of pictures to truly believe something happened. Meyer also focuses on how we only deem events of abuse or tragedy as bad if and only if we see it on video, but if we don’t see it on video our reactions are much different and instead less harsh or serious.

Repetition is a way for a writer to subconsciously portray a meaning or idea to the reader. The constant use of the same word over and over again drills it into the mind of the reader. Both articles, “Our Celebrities, Ourselves” and “Pics or It didn’t Happen”, use a certain amount of repletion of their key words to get the pint of their article across to their reader. A perfect example can be seen in the “Celebrities, and Ourselves” with the word “narrative”. Gabler states, “…be it in television or print, to bridge the gap between the narrative lived and the narrative watch” (4). Here Gabler uses the word “narrative” twice in a row to convey his meaning of how celebrities allow the media to warp and distort their lives similar to how an author can warp and distort their characters’ lives at will as well. Gabler repeats this word over and over so that by the end of the article the reader will take away the meaning of the word and what context it was used in.

Meyer also uses the same tactic of repetition in “Pics or it didn’t happen”, but instead uses the word “networked”. Meyer states, “…it’s this, the import and ethics of networked lenses, that we’re wrestling with in story after story. Networked images are simply different than the products of film cameras” (pg 8). In this line Meyer uses the word “networked” multiple times to convey his idea that the more we put out into the online world the more careful we have to be.
Meyer wants us to understand that the media is all connected through networks online and that the more we as people utilize these networks the stronger the media will become.

Both Meyer and Gabler have very different ideas in their articles. The topics are not related in the slightest, however, both authors use repetition to get their respective “important” words in to the reader’s head. Once it has been drilled into our heads we as readers are alerted to any information that then follows the word. We understand the importance that goes along with that word.