

2015 Smythe Memorial Lecture: Framing Inequality as a Crisis by Oscar Gandy

Thursday, March 26, 2015
7:00pm-9:00pm

Segal Centre (1400-1410), SFU Vancouver Campus

Introduced by Janet Wasko,
University of Oregon

While the “blind spot debate” continues to live on with the exploitation of the labour of audiences by the marketers of goods and services at its center, some are beginning to suggest that other, perhaps more important considerations have been left behind. The delivery of algorithmically designed and targeted messages has achieved an unimaginable level of accuracy, precision, and policy impact in the service of a neoliberal agenda. The impact of this technology in the digital environment cannot be ignored. The challenge is one of developing a comprehensive framing strategy to place the problem of social, economic and political inequality on the public agenda, and to do it in a way that does not conflict with the moral and ethical basis of our commitment to the democratic process.

Oscar Gandy is Professor Emeritus at the University of Pennsylvania where he taught at the Annenberg School for Communication until his retirement in 2006. Gandy’s teaching and research has been in the areas of political economy, communication and race, privacy and surveillance, strategic communication, and media effects more generally. His most important publications are *Beyond Agenda Setting*, *Communication and Race*, *The Panoptic Sort*, *Coming to Terms with Chance*, and a co-edited collection, *Framing Public Life*.