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New Media Techniques

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I found this chapter very applicable to my life as a media consumer and student in this class. Jenkins begins the chapter by addressing the 2004 election. He talks about how, during that time, the Internet greatly impacted the political world like it never had before. Clearly, the chapter is outdated. If it were written today, memes would be mentioned because they do exactly what Jenkins speaks of; they rearrange existing images to create a provocative message. Instead, he discusses the “Trump Fires Bush” video, where True Majority took two separate existing videos of Donald Trump and George W. Bush to make one video with a clear, concise message that ultimately made politics more playful and accessible. After reading the introduction, I thought about how these digital techniques in the 2004 election relate to pop art of the 1960s. Pop art took images that were familiar to the public and altered them to give them a new meaning, which is precisely what True Majority does- only with digital media. As a student in this class, I can use this information when conveying messages through media with original and recycled images. Jenkins puts television and the Internet in conversation with one another with simultaneously contrasting grassroots media and mainstream media platforms. He argues that the Internet is a place where many types of media can thrive, whereas on television, only mainstream media is represented. He thinks that the Internet is a good place to find varying ideas and viewpoints, and this is something that is true to this day.