

WATCHING AND TWEETING: YOUNGSTERS' RESPONSES TO MEDIA REPRESENTATIONS OF RESISTANCE

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INTRODUCTION



Social Networks

Participation in social media has changed democratic practices and the relationship between citizens and the state. A debate has emerged about the benefits of social media in reviving social and political participation.



Young Viewers

They ask whether the new forms of communication on social networks are contributing to the empowerment of the latter or whether, on the contrary, debate and the exercise of active citizenship have not been encouraged.

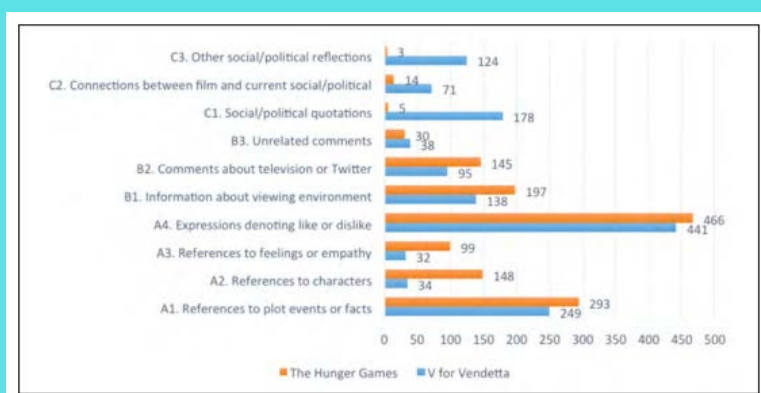


Social Interaction

Increasingly, people are using elements of popular culture to engage in conversations with other fans in media environments. Spaces of affinity are created.

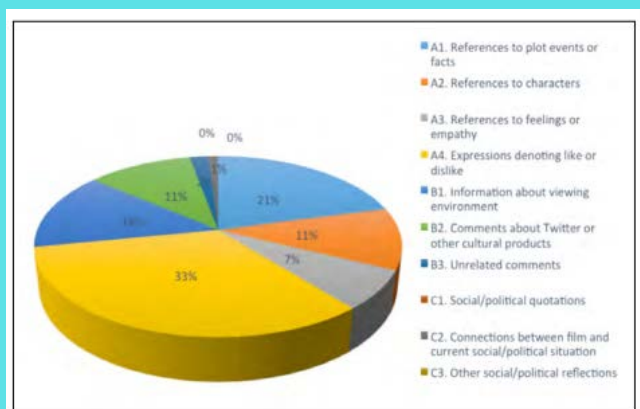
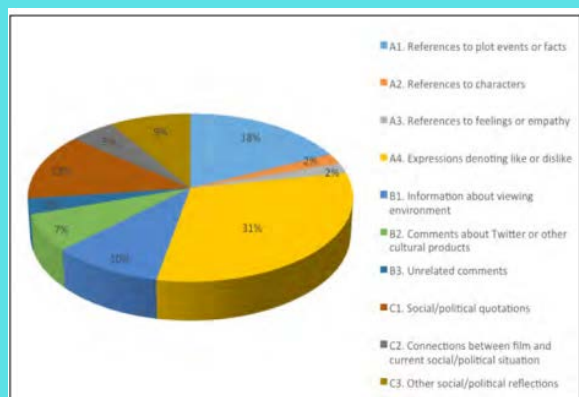
METHODOLOGY AND RESULTS

The methodology used is a quantitative "coding and counting" analysis of the impact of two films: "V for Vendetta" and "The Hunger Games". The analysis reflects in various graphs the socio-political interactions of young people through the social network Twitter.



The "coding and counting" approach requires that the key concepts are operationalisable in empirically measurable terms (Herring, 2004). To this end, we have defined the concepts under study and formulated concrete codes that can be counted.

In the case of "V for Vendetta", there are 178 tweets in which phrases of social and political content from the film are quoted verbatim, 71 messages in which the plot of the film is associated with the current social and political situation, 124 messages that allude to the political and social dimension of the work.



As far as "The Hunger Games" is concerned, the number of tweets referring to the social and political content of the film is 21. There are 3 messages focused on the political and social aspects of the work.



CONCLUSIONS

The new consumers are permanently connected, highly visible and highly participative. The consumption and reception of media content is an active and collective process.

Twitter is emerging as a tool for expressing a taste for a cultural product that is currently in vogue. The tweets are not the result of reflection but seem to be written spontaneously.



The products of popular culture condition the processes of socialisation and education. It is necessary to address them through media education, which should be a priority for schools.

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