Chapter 16

Effects and Influences of the Electronic Media

Does the Media Effect and Influences Us?

- Yes, from the time we get up in the morning for information:
  - Newspaper
  - Radio
  - Television
  - Computer
  - Media tools
    - Telephone
    - PDA
- To entertainment in the evening

What Kinds of Effects and Influences Does Media Have on and Over Us?

- Positive Effects
  - Information
  - Connection
  - Historical Record
- Negative Effects
  - Possible violent role modeling
  - Exploitation of Children
  - Selling products and services we don’t need
  - Biased news
**Mass Media Theories**

- Effects Theories
  - Experimental Research (non- and control group)
  - Content Analysis
    - Direct effect (magic bullet)
    - Indirect effect (in conjunction with other variables)
- Violence Theories
  - Catharsis theory
  - Modeling theory
  - Desensitization theory
  - Mean world syndrome

**Media Stereotypes**

- Women
  - Housewives
    - Limited/Child like
- Minorities
  - Americans of African descent
    - Amos and Andy (White)
    - Amos and Andy (Black)
  - Americans of Asian descent
    - Charlie Chan
    - Sidekicks

**Children and Media Effects**

- Television
  - Modeling Effects (Attention span)
    - Positive – The Waltons
    - Negative – Violence
- Videogames
  - Violence
- Computers
  - Pornography/Violence/Pedophiles/Child molesters
- Challenge of comprehension
  - Reality versus Fantasy
Politics and Media Effects

- Public Access to Information on Issues
  - Equal opportunity/access rule
- Agenda setting
  - Not always what politician wants to be known
    - I.e. - Sex scandals
- Possible manipulation of the Masses
  - War of the Worlds
  - Media minimal effect (other factors)
- Possible strong influence of media in politics
  - JFK and Nixon
  - Studies on impact (has impacted those who have not made-up mind) but for those who have
    - Reinforcement
    - Crystallization

Advertising and the Media

- Persuading people to buy
  - Commercials
- Cost of commercial may add to cost of products
  - TV and Radio ads can cost millions to make
- Exploitation of Children
  - Program-length commercial (banned by FCC why?)