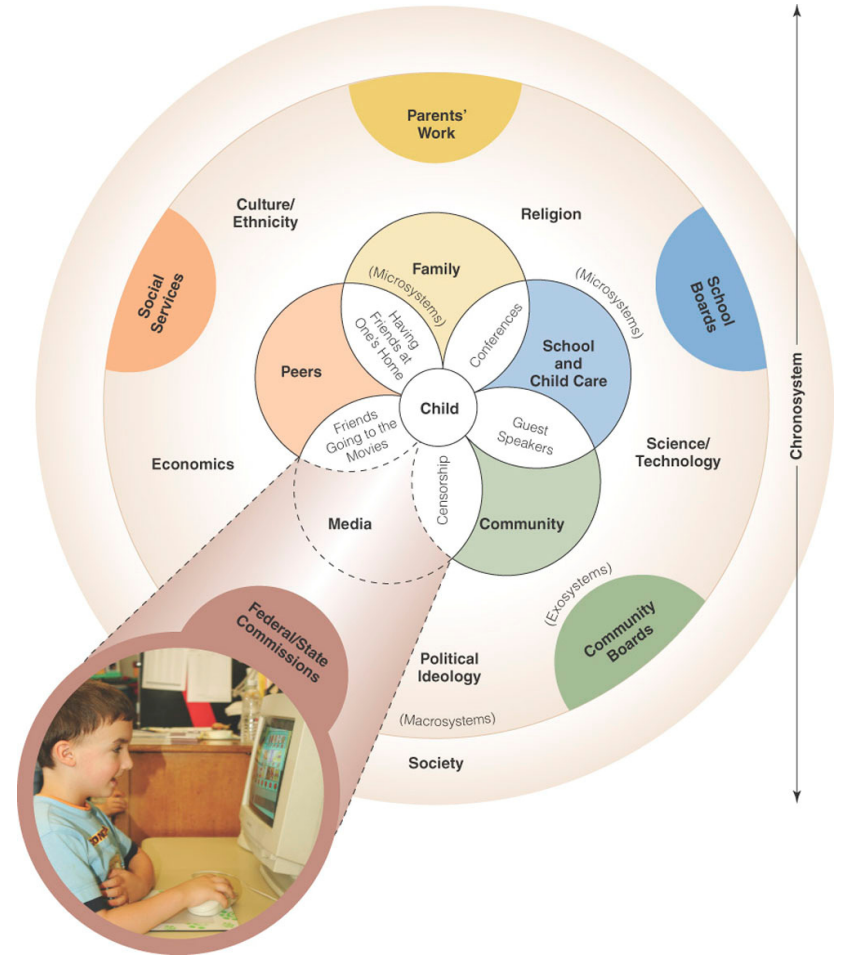


Chapter 9

Ecology of the Mass Media



Learning Objectives

- Explain how mass media affect children's socialization.
- Describe chronosystem influences on media (how new technology affects media devices, content, and usage).
- Discuss how various macrosystem influences (politics, economics, technology) affect media use.
- Discuss the main concerns regarding the impact of screen media (TV and movies) on children.
- Describe mediating influences on television viewing and socialization outcomes.
- Explain how mesosystems (community, school, family, and peer group links) affect television programming and viewing.
- Discuss the role of print media as socializers of children.
- Discuss the role of sound media (popular music) in the socialization process.
- Discuss the impact of interactive and multimedia (computers and games) on socialization outcomes.

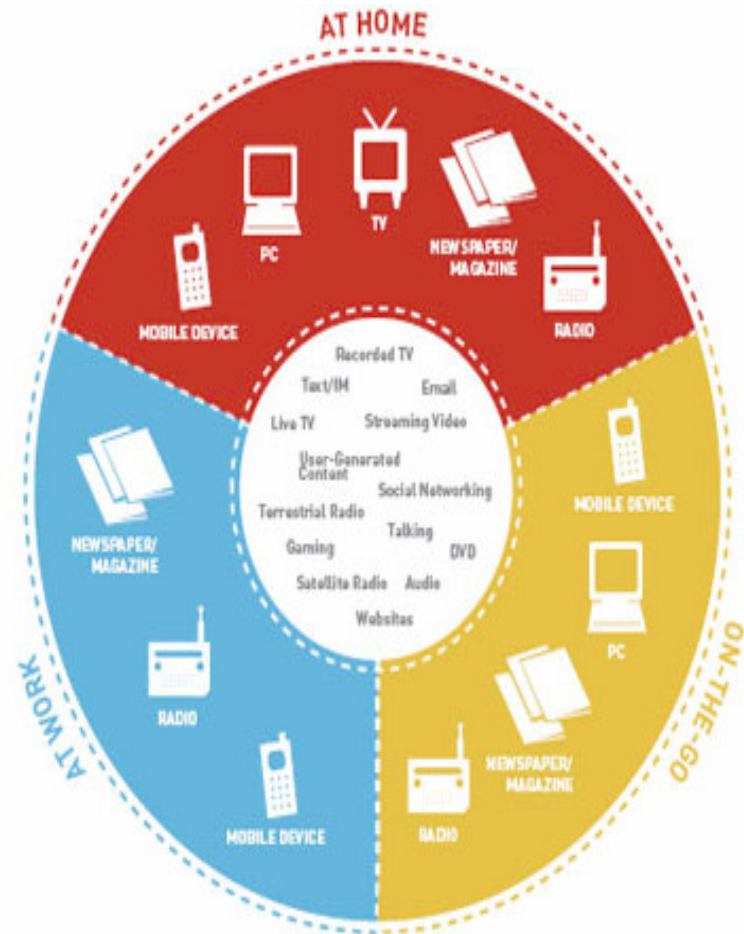
Mass Media

- Media affect socialization because they influence values, beliefs, attitudes, and behavior.
- The effects of media are bidirectional.



Terms

- **Mass media**
 - Communication in which large audiences quickly receive a given message via an impersonal medium between the sender and the receiver



Macrosystem Influences

- Politics
- Economics
- Technology
- The mass communication system in the U.S. is generally characterized by private ownership and profit.



Children and Screen Media: Television and Movies

- Children spend 3-5 hours per day in front of the television.
- Advances in television have created changes in family interactions.
 - Sleep habits
 - Meal arrangements
 - Leisure time
 - Conversation patterns

Movies

G	General Audiences	All ages admitted.
PG	Parental Guidance Suggested	Some material may not be suitable for children.
PG-13	Parents Strongly Cautioned	Some material may be inappropriate for children under 13.
R	Restricted	Under 17 requires accompanying parent or adult guardian.
NC-17	No One 17 and Under Admitted	

Media Violence in Children's Lives

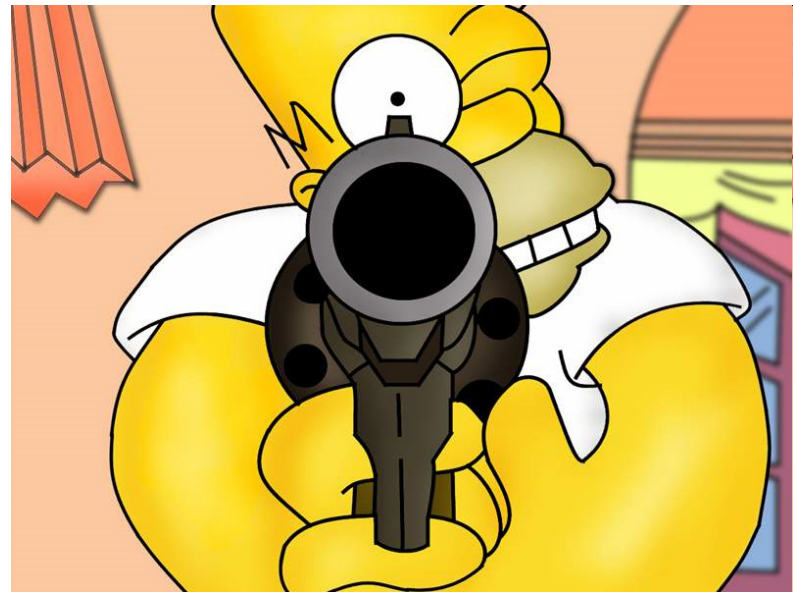
- Examples of media violence

<http://www.youtube.com/watch?v=rITMq9F15FI>

- *View clip.*
- *What are the messages?*

- *A position statement of the National Association for the Education of Young Children*

<http://www.naeyc.org/positionstatements>



Messages

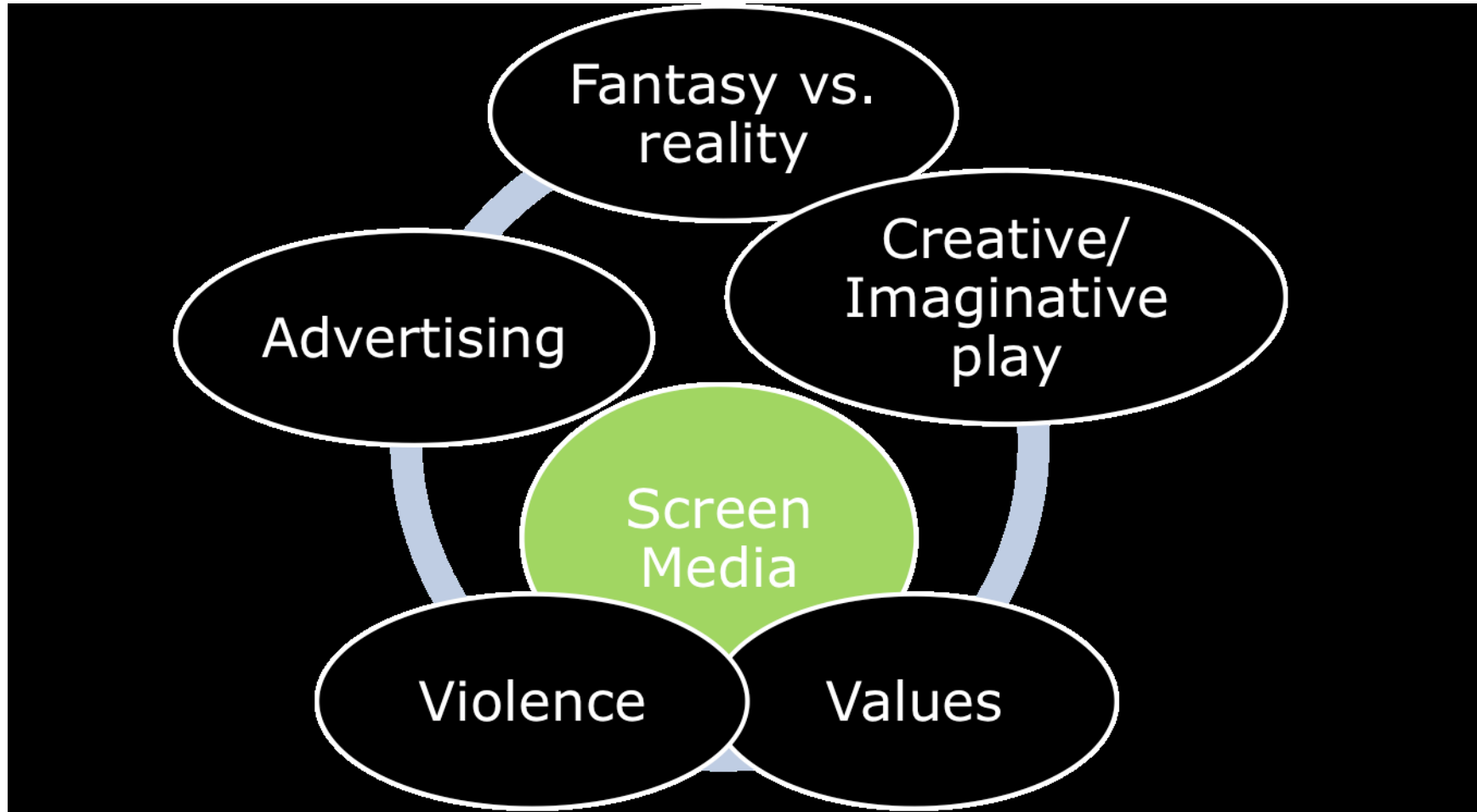
- Attitudes
- Behavior
- Sexuality
- Stereotypes

Desensitization

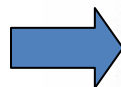
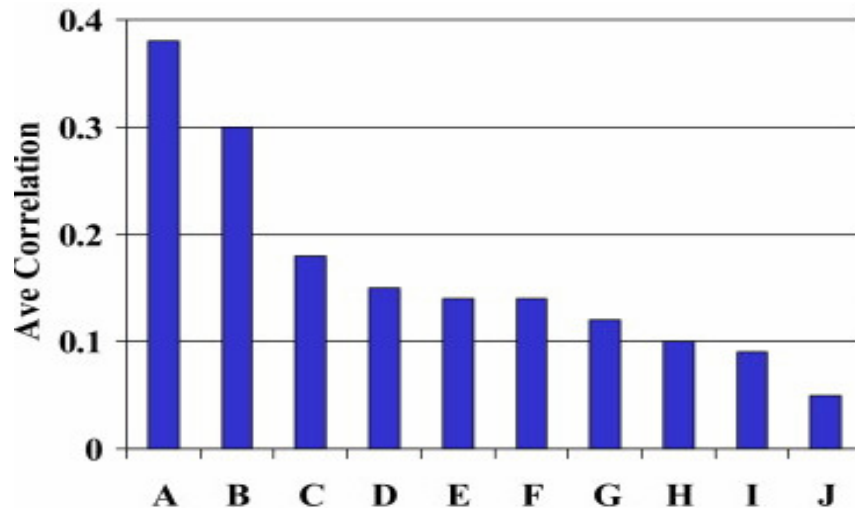
The gradual reduction in response to a stimulus after repeated exposure



Concerns



Health Threats



- A. Smoking and lung cancer
- B. Media violence and aggression
- C. Condom use and sexually transmitted HIV
- D. Passive smoking and lung cancer at work
- E. Exposure to lead and IQ scores in children
- F. Nicotine patch and smoking cessation
- G. Calcium intake and bone mass
- H. Homework and academic achievement
- I. Exposure to asbestos and laryngeal cancer
- J. Self-examination and extent of breast cancer

- *Graphic: The relative strength of known public health threats*
- "Violence depicted on television, in films and video games raises the risk of aggressive behavior in adults and young viewers and poses a serious threat to public health, according to a new study" in the Journal of Adolescent Health reported by [Reuters](#).

Media violence

Sexism and the media

- **Sexism**

- Any attitude, action, or institutional practice backed up by institutional power that subordinates people because of their sex.

- **Stereotype**

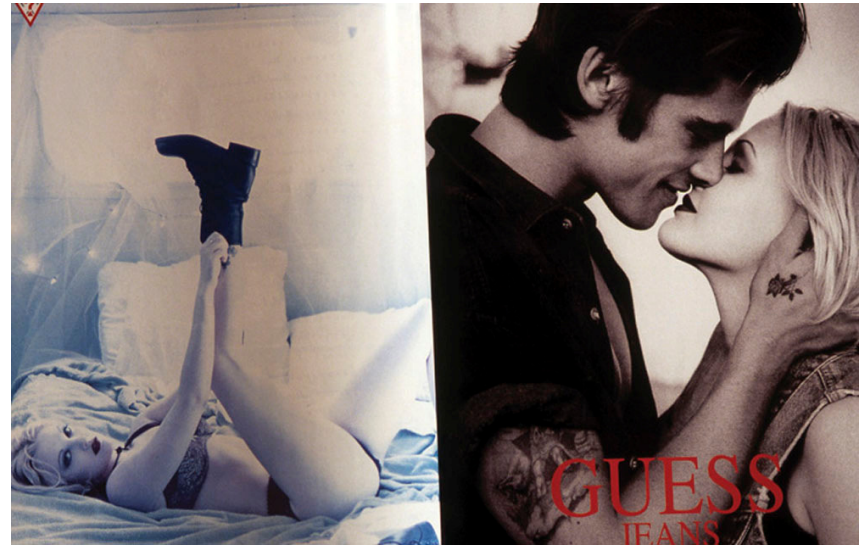
- An oversimplified representation of members of a particular group

Sexism in the media

<http://www.youtube.com/watch?v=5QxDsPmxues>

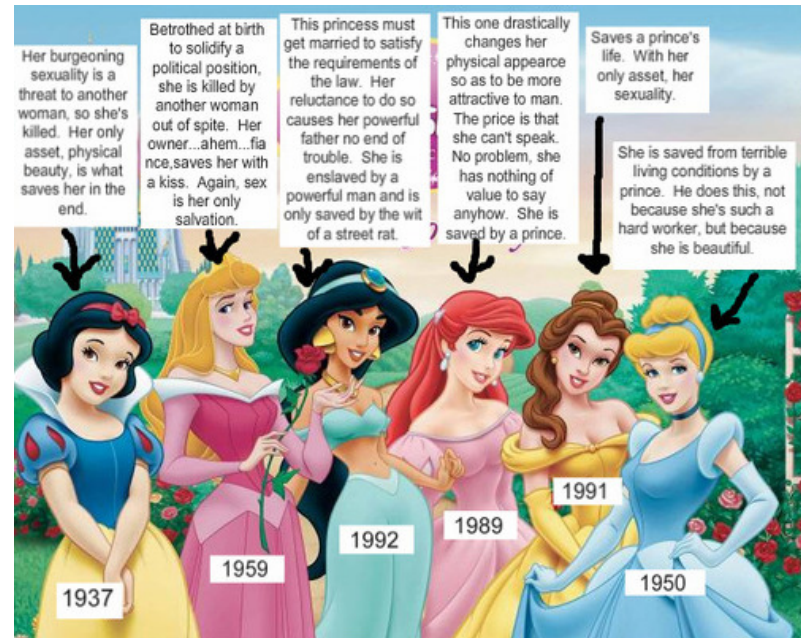
Sexism in the Media

- Is grounded in stereotypical images of men and women
- Demonstrate the social and political positions of power of males



<http://www.youtube.com/watch?v=r2hh97iJ-EU>

Sexism in the Media- Images



The Disney Princesses and Sexism

Mediating Influences

- **Selective attention**

- Choosing stimuli from one's environment to notice, observe, and consider

- Adult involvement



Mesosystem Influences

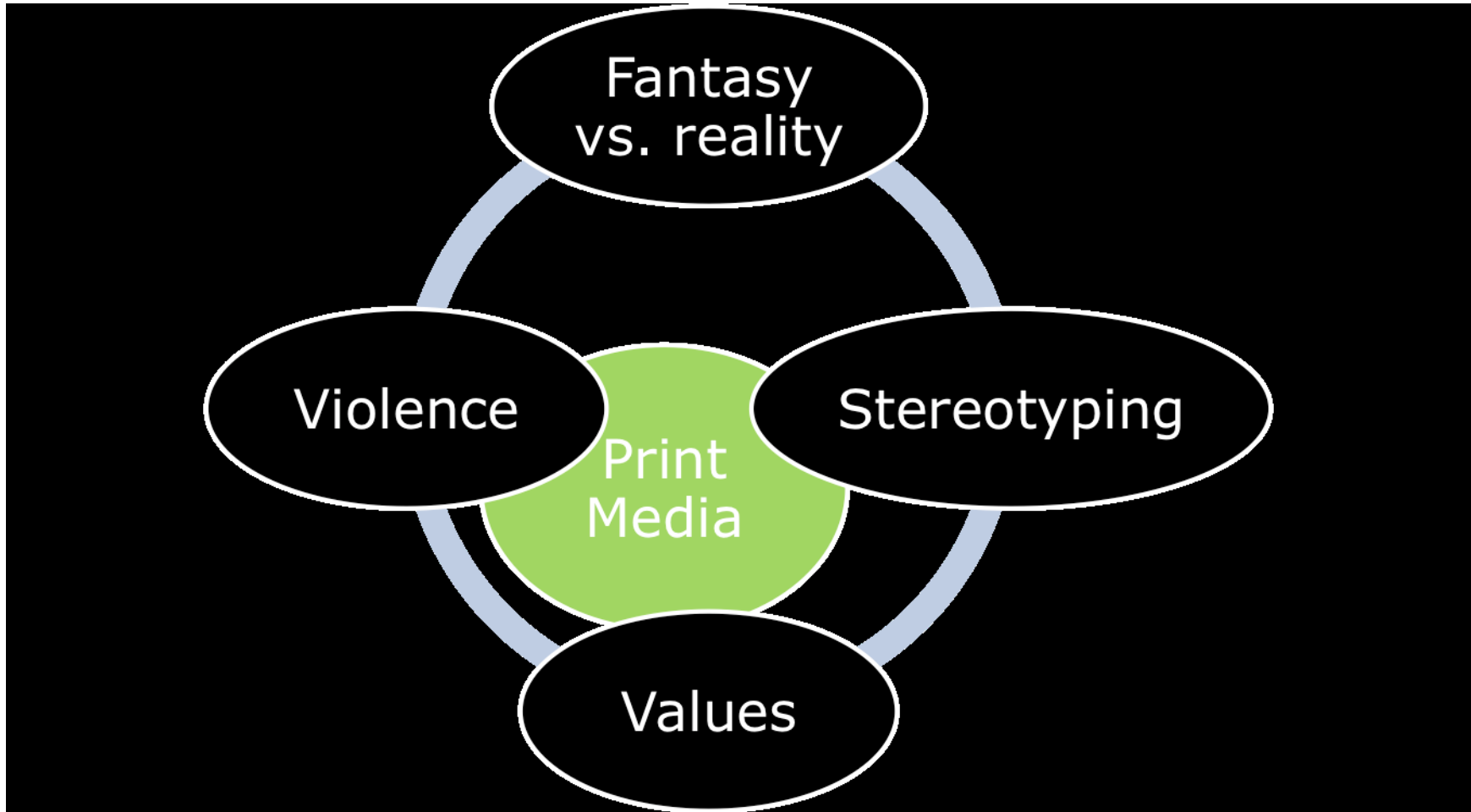
- School-Media
- Peer-Media
- Family-Media
- Community-Media Linkages
 - PBS
 - Cable and satellite television
 - Recording devices
 - Public interest groups
- Activity:
 1. Read an assigned section.
 2. Answer this question:
What role do community, school, peer and family linkages play in socialization?

Print Media

- How print media influences children
 - Language, reading, and cognitive development
 - Psychosocial development
- **Literacy**
 - The ability to communicate through reading and writing



Concerns



Contagion

- The phenomenon in which an individual exposed to a suggestion will act on it



Interactive and Multimedia

- More than 2/3 of children have access to computers at home.
- Children are influenced by internet messages.
- Video games



Concerns

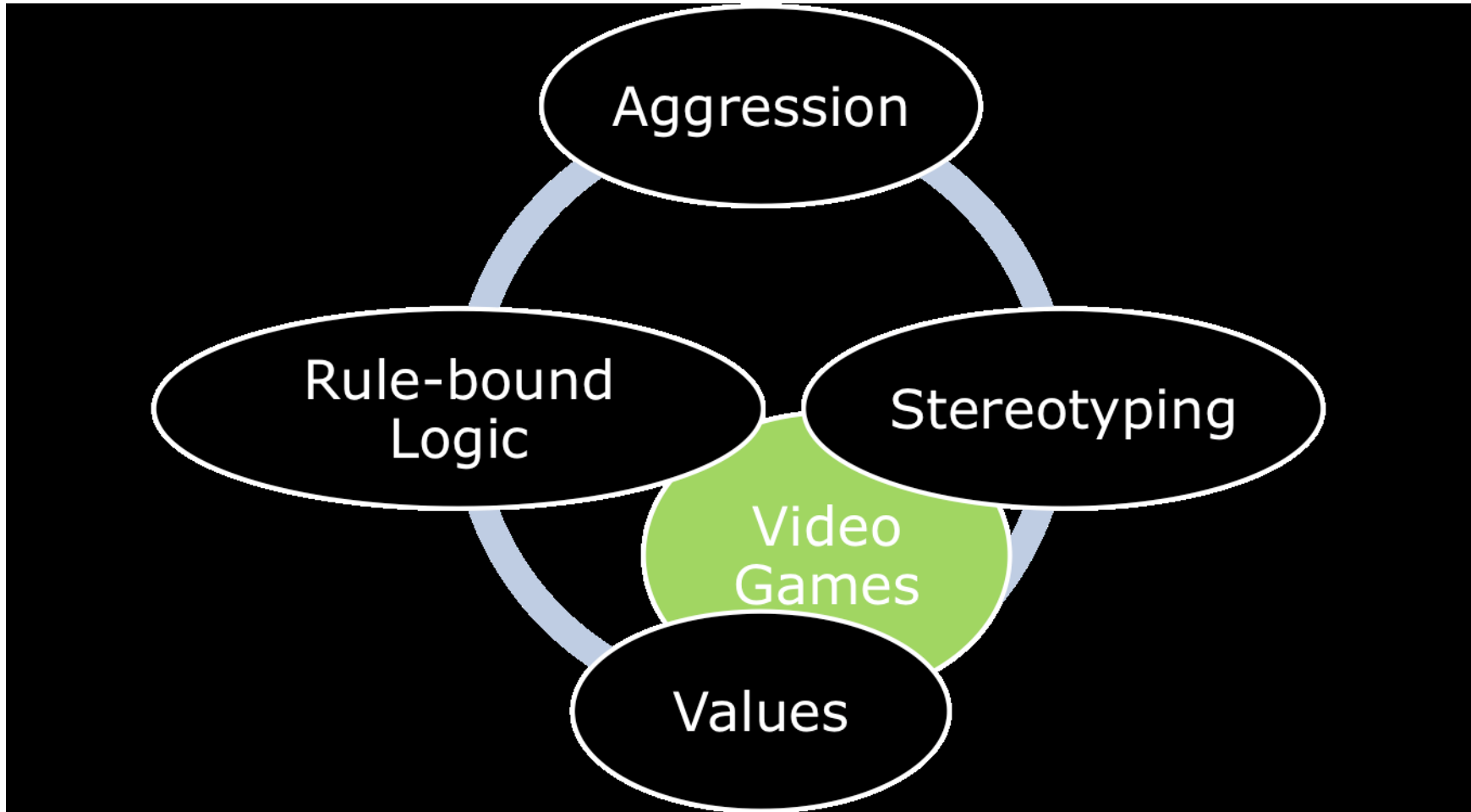


Table 9.1**Computer and Video Game Ratings**

EC (**Early Childhood**): contains content that may be suitable for ages 3 and older. Contains no material that parents would find inappropriate.

E (**Everyone**): contains content that may be suitable for ages 6 and older. Titles in this category may contain minimal cartoon, fantasy, or mild violence or infrequent use of mild language, or both.

E10+ (**Everyone 10 and Older**): contains content that may be suitable for ages 10 and older. Titles in this category may contain more cartoon, fantasy, or mild violence; mild language; and minimal suggestive themes.

T (**Teen**): contains content that may be suitable for ages 13 and older. Titles in this category may contain violence, suggestive themes, crude humor, minimal blood, simulated gambling, or infrequent use of strong language.

M (**Mature**): contains content that may be suitable for persons ages 17 and older. Titles in this category may contain intense violence, blood and gore, sexual content, or strong language.

AO (**Adults Only**): contains content that should only be played by persons ages 18 and older. Titles in this category may include prolonged scenes of intense violence, graphic sexual content, and nudity.