

Chapter 9

Ecology of the Mass Media

The medium is the message.

Marshall McLuhan

Understanding 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

Chronosystem Influences on Mass Media

- Cable TV
- Satellite dishes
- Wireless technology
- DVR
- Computers
- Game consoles
- Smart phones

Macrosystem Influences on Mass Media

- Politics
- Economics
- Technology

Children and Screen Media: Television and Movies (Videos, DVDs)

- Television, Movies, and Affect on Culture
- Theories Regarding How Screen Media Influence Children
 - Social Cognitive Theory
 - Cultivation Theory
 - Motivation Theory
 - Displacement Theory

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

Screen Media and Socialization Concerns

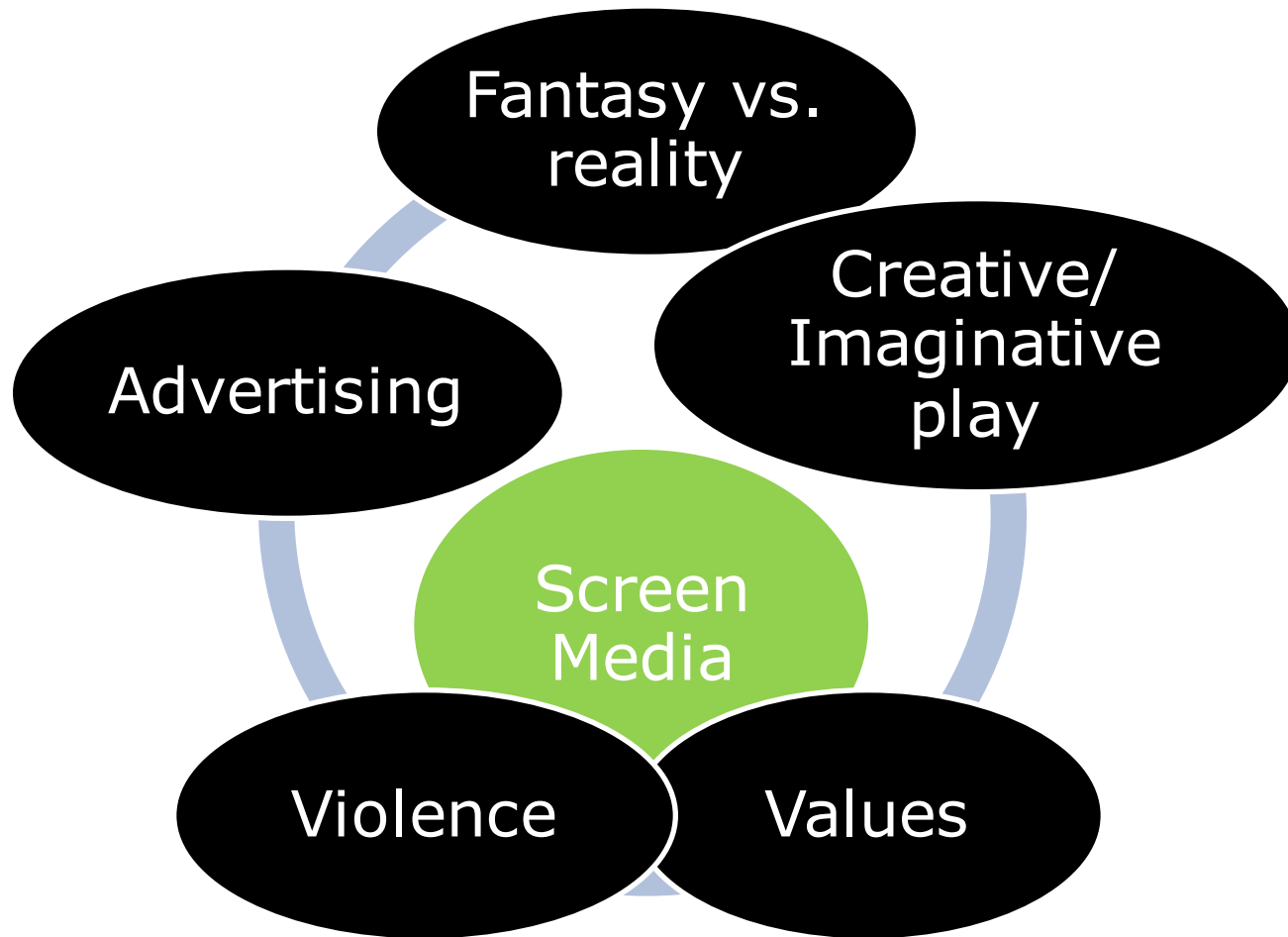
- Socioemotional Developments and Relationships
- Physical Development and Health
- Psychological Development and Behavior
- Cognitive Development and Achievement
- Moral Development and Values
- Mediating Influences on the Socialization Outcomes of Screen Media
- Selective Attention

Messages

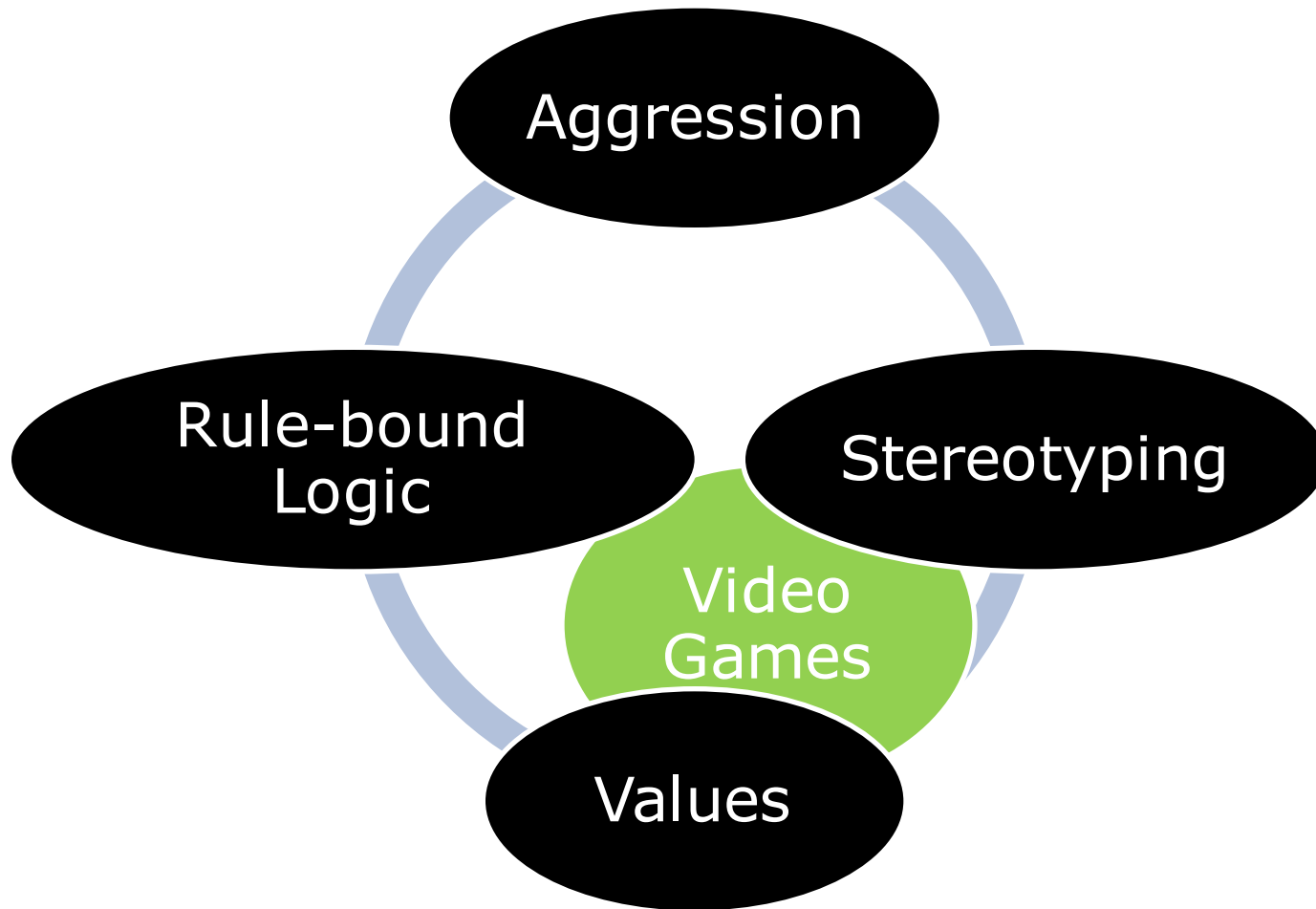
- Attitudes
- Behavior
- Sexuality
- Stereotypes

- **Desensitization**
 - The gradual reduction in response to a stimulus after repeated exposure

Concerns



Concerns

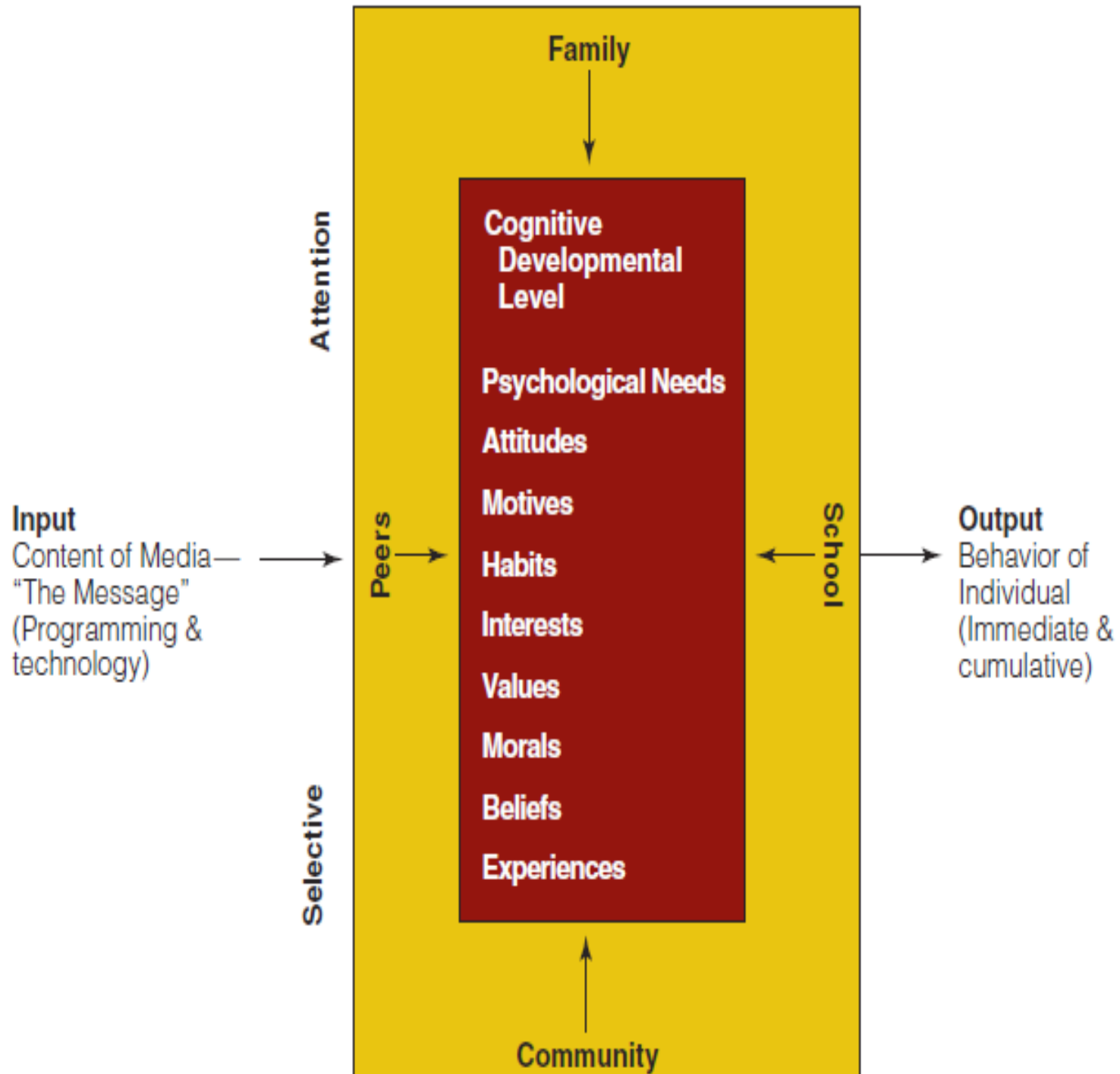


Terms

- **Stereotype**
 - An oversimplified representation of members of a particular group

Mediating Influences

- **Selective attention**
 - Choosing stimuli from one's environment to notice, observe, and consider
- Adult involvement



Mesosystem Influences on Screen Media

Mesosystem Influences on Screen Media

- Community-Media Linkages
 - PBS
 - Cable and satellite television
 - Recording devices
 - Public interest groups
- School-Media Linkages
- Peer Group-Media Linkages
- Family-Media Linkages

Children and Print Media: Books and Magazines

Children and Print Media: Books and Magazines

- How Books and Magazines Socialize Children
- Print Media and Socialization Concerns

Print Media

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

Caldecott

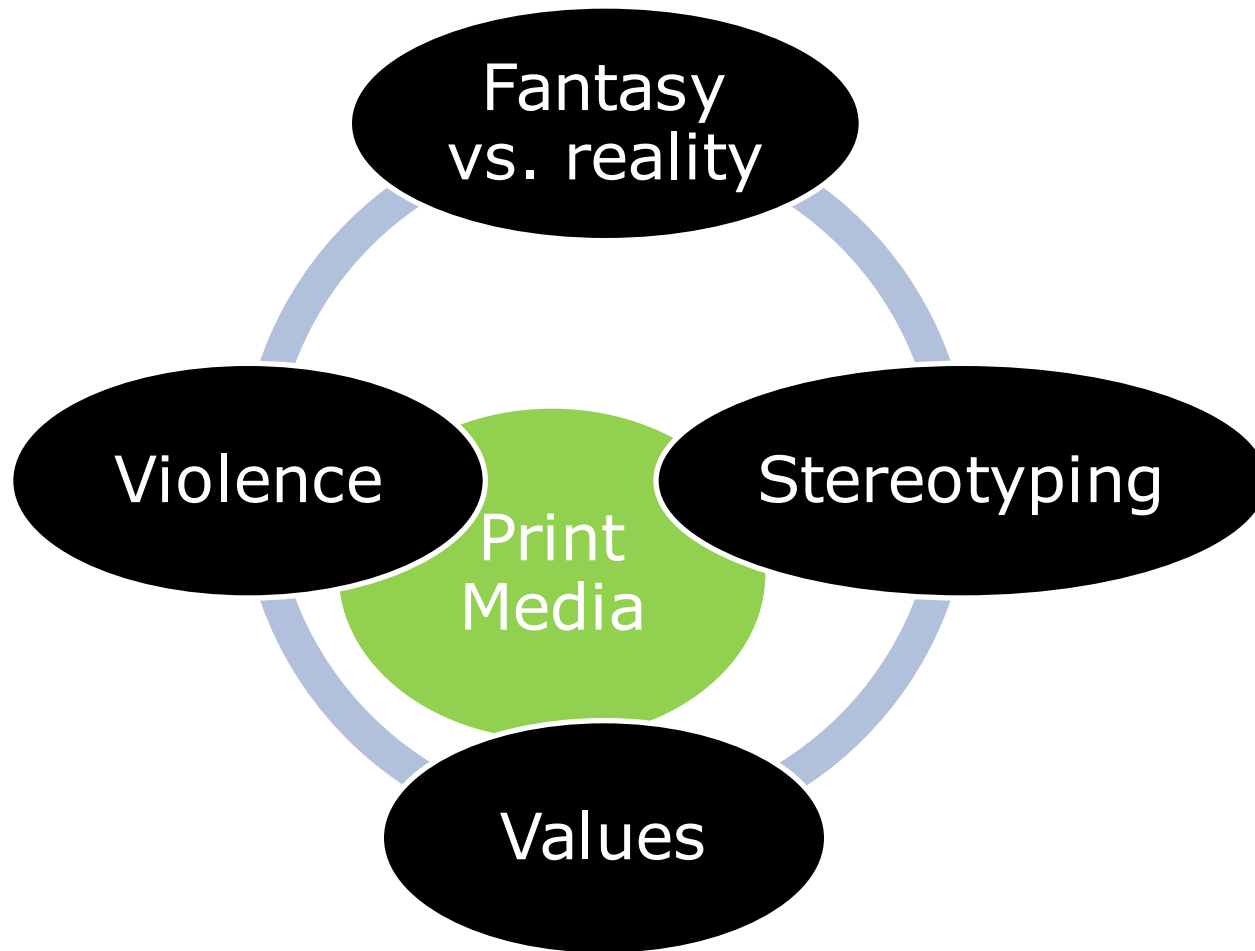
- **Caldecott**

- Award given yearly for the most distinguished picture book for children

- **Newbery**

- Award given yearly for the most distinguished contribution to American literature for children

Concerns



Children and Audio Media: Popular Music

Children and Audio Media: Popular Music

- Effects of Music Lyrics
 - The medium of vocal music is a socializing influence in that it engages one's attention and emotions with the sound espousing certain values with the lyrics.

Audio Media

- Engage children's attention and emotions with sound while espousing certain values
- Provides means of identifying with a particular group or performer, influencing dress, behavior, friends, and self-concept

Contagion

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

Children and Digital Media: The Internet

Children and Digital Media: The Internet

- Coping with Internet Information Overload
- Internet Communication: Social Networking

Children and Multimedia: Devices and Games

- Multimedia Devices
 - TV
 - Digital Video Recorders
 - Computers
 - Tablets
 - MP3 players
 - Smart Phones
 - Video Game Consoles