Media Effects

6th Grade
Bellwork

- How can some people use the media as an outlet? Do you? How?
Objectives

- You will:
  - Identify the misconceptions people have about how the media affect us.
  - Explain how the media affect people’s behavior.
  - Describe how the media affect people’s attitudes.
  - Describe how the media affect people’s socialization.
What is the Media Effect?

- Ask a room full of people about how they feel about the media, and you will receive responses such as:
  - The media are horrible...
  - The media have no effect on me, or anyone else who is relatively smart and mature.
Media Effect

- Both answers are overly simplistic.
- The 1st assumes the media are very, very powerful.
- The 2nd assumes the only ways the media can affect people are negative.

- The media affects people in subtle ways.
Misconceptions about Media Effects

- “Magic Bullet” Misconception
  
  A belief that media messages are physical things that can impact people in immediate, powerful, and predictable ways.
“Magic Bullet” Misconception

Problems with this misconception

- Media messages aren’t objects. Two people can watch the same violent movie and have different reactions.
- Media messages don’t work alone. Research shows that repeated exposure to violent images could encourage people to become violent, but only if other factors are involved, like mental illness, an unstable family life, or violent peers.
The “Shooting Blanks” Misconception

- The opposite of the magic bullet misconception is the shooting blanks misconception.
- This is the belief that media messages have no effect at all, or at least not much. In truth, the media affects everyone, although rarely in direct, easy-to-measure way and almost never in an immediate, “magic bullet” way.
Media Affects on Attitudes

- Attitudes are opinions or ideas people have about how the world works and what’s important in that world. Because attitudes can impact behavior, they are strongly related. Repeated exposure to the media generally is more likely to cause changes in attitudes that direct changes in behavior.
Media can impact people’s attitudes

- Consumer attitudes
- Attitudes about violence
- Attitudes about race
Media Effects on Socialization

- Socialization is the process through which a person learns the norms of one’s culture, including proper behavior, cultural values, and men’s and women’s roles.
- Socialization teaches people what is normal and what is not.
- Children and adults are socialized through interactions with parents and other family members, peers, schools, religion, organizations to which they belong, and the media.
Direct or Indirect Socialization

- We are socialized through direct messages, especially from our parents (say please and thank you, keep your elbows off the table)
- We are also socialized indirectly. We watch how other acts, and mimic them (we see how our parents treat visitors in our home and learn about manners).
Understanding Socialization

- Socialization messages can be positive or negative.
- We can accept or reject parts or our socialization.
Have you been socialized

- Examples of when my parents socialized me directly
- Examples of when my parents socialized me indirectly
- Examples of when my peers socialized me directly
- Examples of when my peers socialized me indirectly
- Examples of when my teachers socialized me directly
- Examples of when my teachers socialized me indirectly.
Media as a Teacher

- Because of the amount of time we spend with media, it is a major source of socialization
Review Questions

- Which of the following is an example of someone who claims that the media shooting blanks effect?
  - “Along with parents, peers, and teachers, media socializes children about how boys and girls are supposed to behave.”
  - “My kid saw a cigarette ad in a magazine and now he’s smoking. It’s the magazine’s fault!”
  - “The media doesn’t affect me at all because I’m smart enough to know the difference between right and wrong.
  - “There is no definitive evidence that the media affects our behaviors.”
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Review Questions

- Which of the following is not true about media and behavior
  - Media influences people’s behavior in conjunction with other factors
  - Young children are more likely than adults to imitate what they see in the media
  - The media is more likely to have a direct effect on people’s behavior when the behavior in the question is of little importance.
  - There is no date that supports that the media affects our behavior.
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After seeing an ad for jeans, Ashley tells her mom that she wants to buy those jeans immediately. This is an example of the media impacting Ashley’s ______.

- Behavior
- Attitude
- Socialization
- demographic
Review Questions

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Review Questions

- Carlos grew up believing that it’s not normal for boys to play with dolls because his older brothers and male friends didn’t play with dolls, and because he only saw girls in doll commercials. This is an example of the media affecting Carlos’ _____.
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Review Questions

- People can reject lessons they learned through socialization.
  - True
  - False
Review Questions

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  - True
  - False