

# DIPLOMA IN MEDIA AND COMMUNICATION

## MCG 204 MASS MEDIA & SOCIETY

### WEEK 8

#### Societal Effects (Continued)

## Parents and Children

- The mass media have had an effect on social relationships as well. For example, the media penetrates into the relationship between parents and children
- Bedtimes may be altered by the effect of mass media schedules
- The relationship between parents and children is exploited by mass media to sell products to parents

## Internet

- The proliferation of home connections to the internet creates many new opportunities for children to be exposed to material their parents do not approve of. For example, between 2 and 3 percent of Internet sites deliver pornographic material.

## Agenda setting

- Even though the media may not be able to directly change opinions, they do set the public agenda. For example, research on voting behaviour indicates that political issues emphasized in the media are those deemed most important by voters

## Social movements

- Groups that are likely to be most successful are those that mobilize such resources as volunteers, money, communication networks and, most importantly for our purposes, media attention

## Framing news

- In news, some elements are left in, others are left out. Some call emphasized and some de-emphasized...the process of slanting stories in one direction or another is called framing

## Political Campaigns

- Whatever magnitude of the effect on voters' behaviour, media coverage now plays a major role in political campaigns. Campaigns focus much of their activity on maximizing positive TV coverage for their candidate and negative coverage for the opposition.

## Legal System

- The legal system has become the source of raw material for both news and entertainment media product. Much of what is defined as news focuses on issues of crime and public interest. E.g. sensational murder trials

## Privacy

- How the mass media intrudes into our private lives.