



# THE MEDIA

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*Unit 2*



# WILT

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- exploring our media consumption
- exploring the impact media has on our culture
- understand the influence of media figures
- understand who Albert Bandura is and his learning through observation study



# THE MEDIA

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- Popular media has the ability to entertain, create, influence, motivate and clarify
- Media messages and images are available in print, audiovisual, and digital formats
- We receive constant streams of information from the media
- We're aware of some messages but not others

# MEDIA CONSUMPTION

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- We are increasingly surrounded by various forms of media
- This constant flow will have an impact on how people act, the choices they make and what they think of themselves
- According to Stats Can, Canadians watch an average of 22 hours of television each week
  - Teenagers typically average 13 hours of television viewing each week - not including video games
- Canada has some of the most committed Internet users in the world
  - On average, Canadians spend 19 hours per week on the Internet - 16 hours watching TV online alone
- Teenagers have the ability to perform higher-order thought processes to filter these messages but what happens when the message become so common that they seem normal?

# MEDIA AND CULTURE

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- In 1994, George Gerbner research the impact TV has on a society - he saw TV as more than a means of reinforcing behaviour
  - It was a means of transmitting culture across Canada
  - Can any of you think of an example where media has started a trend?
- Today, the TV is not only a source of mass communication but also a means of tying together families and communities





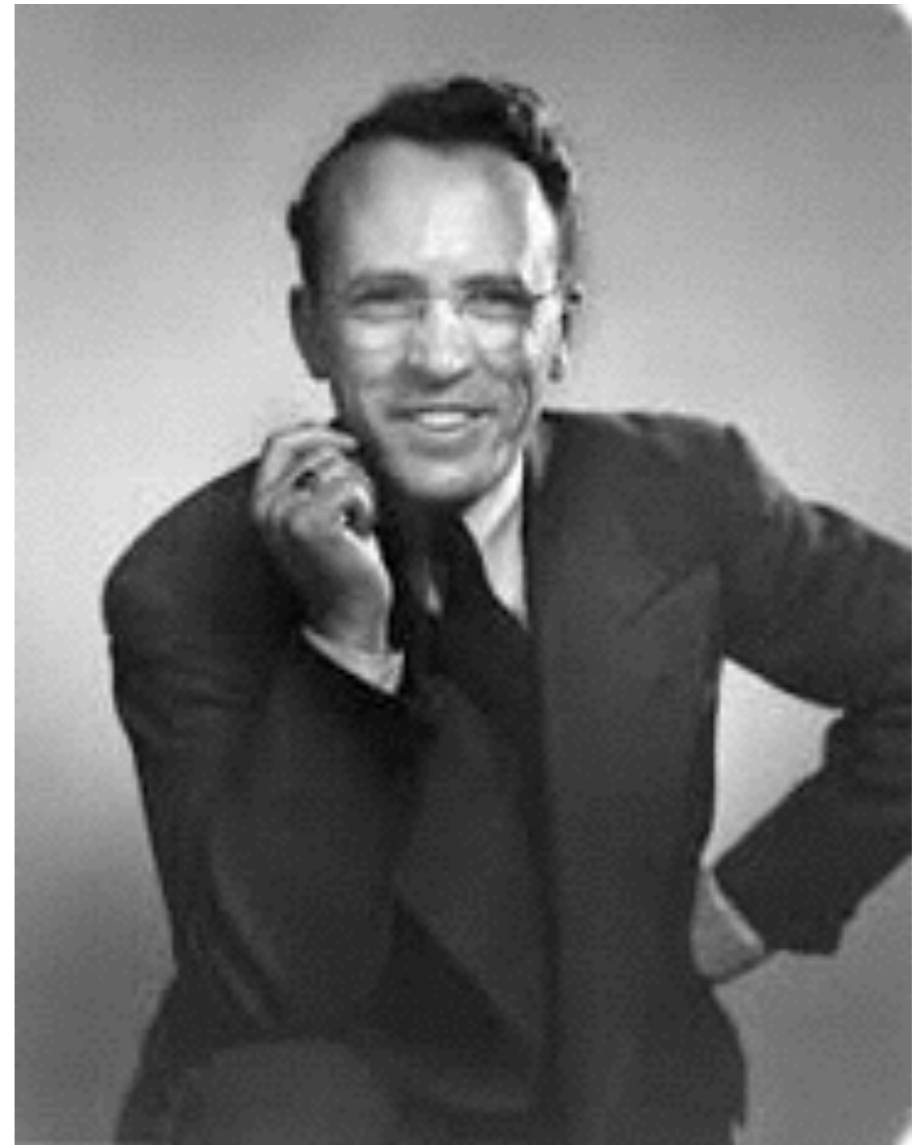
# THE TV

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- Television has take over the task of passing on our history and the stories we value - we now have **lenses** (a way of viewing something for a specific purpose)
- There is a worry that those special stories will get lost because they may not make “good” television

# TOMMY DOUGLAS

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# INFLUENCE OF MEDIA FIGURES

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- As we discussed yesterday, Antonio Gramsci believed that society is dominated by a ruling class
  - This class sets the standards and norms for others to follow
- These norms can be transmitted through different forms, one being people
- Much attention is paid to media figures
  - Oprah Winfrey - Her “Favourite” Things at Christmas
  - She possessed the ability to motivate and make social change on a grand scale through her show
- What if negative actions were shown by an influential media figure and were internalized by teenagers? (think about celebs)



# THE INFLUENCERS

+86,000 INFLUENCERS

+100 MILLION UNIQUE REACH

**HAVE YOU BEEN INFLUENCED  
BY A CELEBRITY, MUSICIAN,  
ACTOR/ACTRESS, ATHLETE,  
ETC?**



# ALBERT BANDURA AND LEARNING THROUGH OBSERVATION

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- Psychologist
- Researched learned behaviour
- Believed that people learn through observing other people's behaviour and then modelling it
- This learned behaviour then serves as a template for how to behave in future situations
- 1961 experiment
  - child and adult
  - toy room + Bobo doll



# CELEBRITY MARRIAGE AND DIVORCE

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- For some people, marriage represents lifelong commitment and are paid for by the bride and groom and/or their families
- In the case of Kim Kardashian, a wedding with a TV show led to extra money
- Kris Humphries on August 20, 2011 - by October 31, 2011, Kim had filed for divorce
- The couple was paid \$300 000 to announce their wedding
- \$15 million for a wedding special on E!Network, \$2.5 million for wedding photos to *Peoples*, \$20 000 wedding dress
- They hype leading up to the wedding was boosted by social media



How was the wedding influenced by the need to meet the demands of the media and public?  
Why do celebrities get free perks? What does this tell you about our society?

# VIOLENCE IN MEDIA

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- Children spend more time watching TV than they do in class
- The averaged American child will witness more than 200 000 acts of violence
  - 16 000 murders before age 18
- The average TV show displays 812 acts of violence per hour
- Canadian communication theorist Marshall McLuhan study the influence of media on society
  - The message presented by a medium is only part of what is communicated
  - The message itself influences how the message is perceived
  - Ex: messages from new casts are not just the new stories, but the change in public attitude toward crime or the creation of fear
- For watching crime on TV, change in public acceptance of viewing violent acts or there can be a normalization of violent behaviour

# DESENSITIZATION TO VIOLENCE

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- Increase of sex and violence on television, in movies and in video games
- People are becoming **desensitized** to graphic images presented by popular media
- Do you agree? Does this idea apply to you?
- This shows that what people watch has an impact on their personality and sense of self
- Also, people demand more realism, television shows must meet those needs to be successful
- Because violence has become more common, teens today show greater desensitization to violent acts and there is a **normalization**

