Chapter 9

Ecology of the Mass Media
The medium is the message.

Marshall McLuhan
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
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
Messages

• Attitudes
• Behavior
• Sexuality
• Stereotypes

• Desensitization
  – The gradual reduction in response to a stimulus after repeated exposure
Concerns

- Fantasy vs. reality
- Creative/Imaginative play
- Advertising
- Violence
- Values

Screen Media
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
FIGURE 9.2  Mediating Influences Affecting the Outcomes of Media Messages on the Viewer
Mesosystem Influences
Mesosystem Influences

• School-Media
• Peer-Media
• Family-Media
• Community-Media Linkages
  – PBS
  – Cable and satellite television
  – Recording devices
  – Public interest groups
Children and Print Media
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

- Fantasy vs. reality
- Violence
- Stereotyping
- Values

Print Media
Children and Audio Media
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
Interactive and Multimedia
Interactive and Multimedia

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

- Aggression
- Rule-bound Logic
- Stereotyping
- Values

Video Games