



Media Effects

What effect does it have on us?
Violence of the 60s led to long-term studies

+ Effects of Violence

- Catharsis
- Aggressive Cues
- Observational Learning
- Reinforcement
- Cultivation

+ Catharsis Theory

- Central Assumption
 - People, in course of daily life, build up frustrations, vicarious participation in others' aggressions help release those tensions
- Watching violence is harmless
- In fact, it decreases the probability of aggressive behavior

+ Aggressive Cues Theory

- Central Assumption
 - Exposure to aggressive stimuli will increase physiological and emotional arousal which will increase the probability of violence
- Violence CAN be harmful
 - Won't always lead to aggressive behavior. The manner in which it is presented has an impact

+ Observational Learning Theory

- Central Assumption
 - People can learn by observing aggression in media portrayals and, under some conditions, model its behavior
- Increases probability of violence
- Teaches you ways to be violent
 - Not automatic / Stored knowledge

+ Reinforcement Theory

- Central Assumption
 - Media portrayals reinforce established behaviors viewers bring with them to the media situation
- Reinforces prior beliefs
- Cultural norms, social roles, etc.
- Selective perception / Exception to the rule

+ Cultivation Theory

■ Central Assumption

- The symbolic world of media, particularly TV, shapes and maintains audience's conception of the real world

■ Media, especially TV, creates fantasy world that is mean spirited and dangerous

■ Creates stereotypes of dominant/weak folk
