Increased consumer choice - more T.V channels and increase in media output systems

An e-commerce revolution - shopping online quick and easy. Retailers offer exclusive internet deals

Commercialisation - increase in the commercial use of the net.

Domination by media conglomerates - internet is dominated by small amount of companies and they can direct you to what they want.

Decline in quality - not more choice, they are just full of repeats and trashy TV.

Revitalizing democracy - people can seek alternative views than the ones presented in mainstream media

Reinforcing elite power - major corporations dominates the web with sites that ensure their view dominates.

Neophiliacs
Like the new media

Cultural pessimists
Believes that the revolution of the new media has been exaggerated by the neophiliacs
Postmodernism

The media has become more influential in shaping our identity.

The media also defines our lifestyle, for example what we wear and eat. We buy labels not clothes.

Not part of real communities but proto-communities. (facebook, soaps)

We no longer look at grand theories such as science or Marxism to explain the world.

Criticisms - Exaggerate the degree of social change - Media does influence people but it is not the only thing - It ignores the fact that some people can’t access the internet or TV.
Globalisation is the shrinking of the world!

Consequences of globalisation of the media:
- Increased choice - Helps develop societies
- Promotes different cultural styles around the world

Examples of globalization of the media:
- Satellite TV - opened up the worlds of TV - now view your favorite programs all over the world
- The internet - allows us access to the world from wherever we are.
- Advertising - certain brands are internationally recognizable - Coco-cola, McDonalds, Levis
- Entertainment - we watch the same films, TV programs, listen to the same music & support the same sporting events.

Ownership of mass media - large organization own media across the world & in different formats
Neo-pluralism
Pluralists argue that journalists are objective & impartial pursuers of the truth.

Neo-pluralists argue that in the modern world these goals are increasingly hard to achieve.

Davies (2008) argues that they fail in their basic function to check facts.

Churnalism
The uncritical over-reliance on 'facts' produced by government spin doctors & PR experts.

Davies looked at news papers over a 2 week period in 1997 - 80% of stories came from PR & PA companies - Only 12% were generated by reporters themselves - 70% of the 'facts' presented were not checked.

Ownership, ideology & bias

Why do we have Churnalism?
Commercial pressure
More space to fill & less time
Official sources are cheap & quick
Give the people what they want
Attract readers & revenue from advertisers
Journalists are uninterested about the truth

Criticisms
Marxists suggest that Davies ignores the role of owners & advertisers in this process
They want to make money so need advertisers & audiences
They need to promote the facts, ideas, values & aspirations of elite audiences, advertisers & journalists
Rather than presenting the truth news is manufactured
This benefits powerful groups & has a negative effect on the rest of society
Critique of the Hypodermic Syringe Model

**Catharsis** - Can provide a safe outlet for people's aggressive tendencies. Fesbach & Sanger (1971)- teenage boys, just violent TV Vs a mixture of violent & non violent TV. The group that watched only violent TV showed less aggressive behaviour. Conclusion - by immersing themselves into the violent films their aggressive energy was released in a safe way.

**Sensitisation**: Jock Young (1981) argues that seeing the effects of violence can make people more aware of the consequences & less likely to commit them. He suggests that violent scenes can be so graphic & so shocking that they put people off violence.

**Methodology**: Gauntlett (2008) criticises the methodology of studies like Bandura's. Conducted in a laboratory which is artificial & therefore children are unlikely to behave 'normally'. Violence is not defined - is it real or fictional/cartoon violence - It fails to acknowledge that the context of the violence can affect the affect it has on the audience.

**Children as sophisticated media users**: People are not as venerable as the HSM suggests. We are able to distinguish between real violence & 'cartoon' violence from a very early age. We are also aware that the violence watched should not be imitated. Demonstrated in a study by Buckingham (1993). Another study by Wood (1993) showed how watching horror movies was a rite of passage & not a corrupting influence on their behaviour.

**Audiences are not homogenous**: They have different social characteristics in terms of age, maturity, class, education, family background etc. These differences will influence how people respond & use media content. They are, therefore, not the passive receivers of information that the HSM assumes.

**Scapegoating the Media**: The HSM uses the media as a scapegoat for everything wrong in society. But there are other factors that could be causing the violence & antisocial behaviour e.g. Peer group, drugs, childhood trauma & mental illness.
**Sexuality**: refers to people's sexual characteristics & their sexual behaviour

**Sexual orientation**: refers to the type of people that individuals are either physically or romantically attracted to.

**Heterosexual**: involves a sexual orientation towards people of the opposite sex.

**Homosexuality**: involves a sexual orientation towards people of the same sex.

**Homosexuality** - illegal until 1967 in Britain. Homosexuals are subjected to periodic moral panics regarding their supposedly ‘unnatural’ practices.

---

**Media Representation of Sexuality**

---

**Representation of homosexuality**

**Gay men:**
- effeminate & camp
- macho
- deviant
- flamboyant
- funny

**Gay women:**
- butch
- short hair
- aggressive
- hairy
- dungarees

**Things are changing:**
More gay and lesbian characters in dramas, films & soaps, such as; Brokeback Mountain, Holyoaks and Will and Grace.