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children exposed to violent scenes involving a plastic doll (The BoBo doll). One group of children witnessed an adult taking up a mallet and hitting the doll repeatedly. The second were shown this same only through filming. The third group was shown the same in the form of cartoon characters and lastly the fourth were only placed in the room with the doll and the mallet without any exposure to violence. The first three groups repeated these violent scenes and the fourth remained non-violent. The audience is seen as passive and unable to actively decode the media. The Hypodermic Syringe model views the audience as all the same, this is a weakness of the argument because this clearly cannot be the case for everybody, In support of this idea is the Jaime Bulger Case. This is where two ten-year-old boys took a toddler and murdered him, the judge claimed that a film they had watched could have influenced their decision to take the boy and murder him. However, there is little evidence to support this because many children may have stumbled across the violent film and not all of them have become murders. With the Hypodermic syringe model, the owners only portray the middle and upper class in a positive way and the working class in a negative way. This is because many working in the media industry are middle class and prefer to reflect themselves as better than those they see beneath them. They only publish what they want audiences to know. Thanks to the new media the Hypodermic syringe model expands as media is readily available everywhere at any time.

Newson argued that sadistic images in films were too easily available and that films encouraged viewers to identify with violent perpetrators rather than victims. Furthermore, Newson noted that children and teenagers are subjected to thousands of killings and acts of violence as they grow up through viewing television and films. Newson suggested that such prolonged exposure to media violence may have a drip-drip effect on young people over the course of their childhood and result in their becoming desensitised to violence. Newson argues that they see violence as a normal problem-solving device and concluded that, because of this, the latest generation of young people subscribe to weaker moral codes and are more likely to behave in anti-social ways than previous generations.

Newson’s report led directly to increased censorship of the film industry with the passing of the Video Recordings (Labelling) Act 1985, which resulted in videos and DVDs being given British Board of Film Classification age certificates. The BBFC also came under increasing pressure to censor films released to British cinemas by insisting on the filmmakers making cuts relating to bad language, scenes of drug use and violence.

Television too was affected by this climate of censorship. All the television channels agreed on a nine o’clock watershed, i.e. not to show any programmes that used bad language or contained scenes of a sexual or violent nature before this time. Television channels often resorted to issuing warnings before films and even edited out violence themselves or beeped over bad language.

Some sociologists believe that children are not as vulnerable as the hypodermic syringe model implies, e.g. research indicates that most children can distinguish between