d. Effects of the media

Hypodermic syringe model
• Socialisation
• Like a drug - injection
• Shapes people - persuasion
• No choice

Uses and gratifications
• choice
• Different uses of the media
  (4 needs - information/identity/relationships/entertainment)
## Ownership & Control

Small number of people own most of the media – eg) Murdoch

<table>
<thead>
<tr>
<th>Pluralist</th>
<th>Conflict</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>no single group dominates.</em></td>
<td><em>Mass media help an elite group (powerful minority) to control the way people think and act</em></td>
</tr>
<tr>
<td>There is a wide range of publications available; something for everyone....all opinions have a voice.</td>
<td>Owners of media promote certain ideas to help businesses and control working class</td>
</tr>
<tr>
<td>‘no link between ownership of the press and its content. Newspapers only give people what they want to read.....If readers do not like it....they can buy something else to read</td>
<td><em>Money from advertising = business has control over content, ie</em>) Carphone Warehouse and Big Brother</td>
</tr>
<tr>
<td>The press is free from control and interference by owners.</td>
<td>Increasing concentration of press ownership in the hands of few/less alternative companies/News corporations have merged over time..controlling press, TV, music, films, books, websites, etc/GLOBAL</td>
</tr>
<tr>
<td><strong>Freedom of the press exists because:</strong></td>
<td><strong>Censorship/propaganda/promote political beliefs</strong></td>
</tr>
<tr>
<td>✓ the public have choice</td>
<td>• Control journalists/editors</td>
</tr>
<tr>
<td>✓ Owners cannot dictate content.</td>
<td></td>
</tr>
<tr>
<td>✓ There is freedom to set up new newspapers</td>
<td></td>
</tr>
<tr>
<td>✓ views on an issue via the letters page</td>
<td></td>
</tr>
<tr>
<td>✓ Editors/journalists have freedom</td>
<td></td>
</tr>
</tbody>
</table>
g. Representation of ethnicity

BLACK PEOPLE SEEN AS A THREAT TO TRADITIONAL SOCIETY

- 1950s-1970s
  - images of famine/poverty and war around the world
  - criminalised black people in UK news stories
  - mugging scare
  - rioting
  - linked to BIASED POLICING = stop and search

BLACK PEOPLE SEEN AS A THREAT TO TRADITIONAL SOCIETY

- 1990s
  - representations over time
  - more black actors/presenters
  - black characters in high status positions
  - less stereotyping in characters
  - Cosby Show/Fresh Prince

SELECTIVE
- focus on 'gangs of youths'
- Bradford Riots 2001 - biased reporting
- Ignored National Front
- 9/11 - promoting Islamophobia
- minority views on issues/lifestyle still ignored

OTHERS THINK MEDIA STILL BIASED

- media representations
  - bias - prejudice
  - racist
  - stereotypes

representation of black people in media