

The Effects of the Mass Media

Sex and Violence Debates

Name and date begun:

Time allocation:

3 lessons

Learning objectives:

- Students should understand that there are a variety of theoretical positions which can be applied to an understanding of audience
- The main theories are those of the Hypodermic Syringe, the Two-step flow, Uses and Gratifications and Cultural Effects
- Each of the theories offers a view of audiences as either passive or active.
- Do the media have a psychological impact on people? Can they be affected by what they see?

Key Concepts and vocabulary

See your lesson notes for a list of ideologies and philosophies. These must be learned in addition to the following:

- Catharsis
- Desensitisation
- Censorship
- Free speech
- Active audience theory
- Passive audience theory

Additional reading and references

Graeme Burton (1998) *Access to Sociology: Media and Popular Culture* Chapter 7.
Learn this work.

Paul Trowler (1996) *Sociology in Action: Investigating the Mass Media (2nd Edition)*
Chapter 2

Personal Development ideas

- Look up Bandura and the Bobo doll experiments on the Internet.
- Look at Psychology texts to see what they have to offer to the debate.
- Ask children whether they have watched some of the more violent and horrific videos.
- Think whether you feel that you have been affected by violence.

Overview of the debate

- Theoretical perspectives should be applied to a practical debate.
- Are children affected by what they see?
- Do censorship and controls actually work?
- Should the government act to protect individuals from themselves?

Revision tips

- Learn the controls on the media
- Revise your notes on the impact of ownership and the dumbing down debate
- Ensure that you have access to a case study

What you should have in your folder when this work has been completed correctly:

- A clear explanation of each of the glossary terms
- Acceptable lesson notes.
- An overview of each of the theoretical perspectives
- Notes on an actual case study which you have made
- Copies of notes made by someone else in the group on the same topic