6.1 The Traditional and New Media

◆ **Traditional Media vs. New Media**

Traditional Media	New Media
One-way communication	Interactive & two-way
Mass communication (TV, newspapers)	Digital, internet-based (social media, blogs)
Limited control over message	Users create and share content
State-controlled in some countries	Harder for governments to control

◆ **Key Trends**

- **Concentration of Ownership**: Media controlled by a few large corporations.
- **Conglomeration**: Companies own different media sectors (e.g., Amazon owns books, films, and streaming).
- **Digitalisation**: Shift from print/analogue to digital (online newspapers, streaming).
- **Social Media**: Interactive, user-generated platforms (Facebook, Twitter).

◆ **Who Controls the Media?**

- **Private Ownership**: Profit-driven, like Rupert Murdoch's empire.
- **State Ownership**: Government-controlled media (e.g., China's CCTV).
- **Pluralist View**: Consumers decide content by choosing what to watch.

6.2 Theories of the Media and Influences on Media Content

◆ **Media Theories**

1. **Pluralist Theory**
   - Media provides **diverse choices** to consumers.
   - Competition ensures a variety of perspectives.
   - Criticism: Large corporations still dominate media.
2. **Marxist & Neo-Marxist Theory**
   - Media serves ruling-class interests.
   - **Althusser**: Media is an **Ideological State Apparatus (ISA)**.
   - **Hegemony (Gramsci)**: Media subtly reinforces elite values.
3. **Propaganda Model (Chomsky & Herman)**

- Media filters information through **ownership, advertising, sourcing, flak, and fear ideology**.
4. **Postmodernism**
    - **Baudrillard**: Media creates **hyperreality**—a world of representations detached from reality.
    - **Simulacra**: Fake realities (e.g., social media influencers' 'perfect lives').

🔷 **Media Control & Censorship**

- **Agenda-setting**: Editors decide what is "newsworthy."
- **Censorship**: Some content is restricted (e.g., China blocks Western platforms).

6.3 The Impact of Media

🔷 **Negative Effects of Media**

- **Privacy Invasion**: Data leaks, online tracking.
- **Digital Divide**: Poorer people have less internet access.
- **Media Manipulation**: Fake news, propaganda.

🔷 **New Media & Globalisation**

- **Wikipedia**: Knowledge-sharing platform.
- **Social Media Activism**: Instant global reach (e.g., #MeToo).

🔷 **Optimistic vs. Pessimistic Views**

Optimists (Functionalists)	Pessimists (Marxists)
Media gives people power	Media exploits consumers
Encourages freedom of speech	Corporations still control content
Spreads knowledge & diversity	Misinformation & fake news spread

6.4 Media Representations of Class, Gender, Ethnicity, and Age

🔶 **Class**

- **Working class**: Shown as **criminal, lazy, dependent on welfare**.
- **Middle class**: **Successful, professional, educated**.

🔶 **Gender**

- **Women**: Objectified, shown as emotional or dependent.

- **Mulvey (1975)**: **Male gaze**—women exist to please men.
- **Macdonald**: Women who reject femininity are mocked ('ladettes').

◆ **Ethnicity**

- **Hall (1995)**: **Inferential racism** (covert racial bias in media).
- **Carrington (2002)**: Positive black representation often limited to sports/music.

◆ **Age**

- **Youth**: Shown as rebellious, irresponsible (moral panics).
- **Elderly**: Portrayed as **frail, grumpy, a burden**.

6.5 Different Models of Media Effects

◆ **Direct Effects Models**

1. **Hypodermic Syringe Model**:
   - Media **injects** ideas into a passive audience.
   - **Bandura (Bobo Doll)**: Children copy violent behaviour.
   - Criticism: Ignores individual differences.
2. **Cultural Effects Model**
   - Media **slowly shapes attitudes over time**.
   - **Desensitisation**: Repeated exposure to violence normalises it.

◆ **Indirect Effects Models**

1. **Two-Step Flow Model (Katz & Lazarsfeld)**
   - Opinion leaders filter media messages before they reach the public.
2. **Uses and Gratifications Theory**
   - Audiences **actively choose** what media to consume.
   - **McQuail**: People use media for **entertainment, social interaction, identity, and surveillance**.
3. **Audience Reception Theory (Hall)**
   - Media messages can be interpreted in different ways:
     - **Hegemonic** (accept message)
     - **Negotiated** (partially accept)
     - **Oppositional** (reject message)

6.6 The Impact of the Media on Behaviour

◆ **Violent Media & Aggression**

- **Bandura (1961)**: Children imitate violent media.
- **Belson (1978)**: High TV exposure linked to violent behaviour.
- **Gerbner (1994)**: Heavy media consumers see violence as normal.

◆ **Counterarguments**

- **Huesmann & Miller (1994)**: Violent people **choose** violent media.
- **Catharsis Theory**: Watching violence **reduces** aggression.

◆ **Moral Panics & Crime**

- **Cohen (1972)**: Media **amplifies deviance**, creating moral panics (e.g., youth crime).
- **Neo-Marxist View**: Moral panics **distract** from real social issues (e.g., economic inequality).

◆ **Positive Media Effects**

- **Education**: Spreads awareness on issues.
- **Identity Formation**: Helps people find communities (e.g., LGBTQ+).
- **Political Activism**: Mobilises social movements (e.g., Black Lives Matter).