Impact	Explantion of impact (definition) - How does this affect perception	Relevant Example
Moral Panic	A moral panic happens when a group or activity is seen as a major threat to society, and this idea is often blown out of proportion by the media and politicians. As a result, people become more anxious and call for stricter control or punishment that goes way beyond the actual danger. Stanley Cohen, in his 1972 book *Folk Devils and Moral Panics*, explored this idea by looking at the conflicts between the Mods and Rockers in the 1960s. The media plays a key role in creating moral panics through something called "deviancy amplification," where just talking about an issue makes more people pay attention to it. This can lead to "copycat" actions, which makes the problem seem even bigger and keeps the cycle of panic going.	One early example of a moral panic happened in the 1960s with the media's portrayal of the clashes between Mods and Rockers. The media made it seem like these groups were involved in huge, violent battles, calling them lawless gangs. In reality, the fights were quite small and not as serious as they were portrayed. Stanley Cohen, who studied this situation, argued that the media helped create the panic by exaggerating the events in their reports.
Changing Public Attitudes & Concerns	The media has a big impact on how people see important topics, especially sensitive ones like Islamophobia. After the 9/11 attacks in 2001 and the 7/7 bombings in London in 2005, the media began showing more negative images of Muslims. This often made it seem like all Muslims were suspicious or connected to terrorism. Reports tend to focus on the violent actions of a few individuals and ignore the fact that most Muslims are peaceful. A clear example of this is the sensationalized coverage of the Manchester Arena bombing in 2017, which spread negative stereotypes and increased fear and distrust among people.	Besides Islamophobia, another example of moral panic is the negative portrayal of asylum seekers. Instead of being seen as people who need help, they are often shown as a problem. The media usually highlights negative stereotypes, making it seem like asylum seekers are a threat to safety and resources. This causes people to become suspicious and unfriendly towards them, which ignores the fact that these individuals are vulnerable and need support. As a result, this creates a climate of fear that further pushes them to the sidelines of society.
Perceptions of Crime Trends	Many people believe crime is getting worse, with around 60% citing sensationalis news stories as the reason for this belief. However, crime rates in the UK have actually decreased since the 1990s, particularly for burglary and theft. The increase in reported violent crimes and sexual offenses is largely due to more people feeling empowered to speak out, not because more incidents are occurring. While cybercrime and fraud are on the rise due to changes in technology, this doesn't indicate an overall increase in crime. Although hate crimes are receiving more attention, they still represent a small portion of all crimes. It's important to discuss these issues clearly so that everyone understands the real situation	Since 1997, crime in the UK has significantly decreased, with overall rates, including burglary and theft, dropping by about 50% by 2022. This decline is due to several factors, including increased community policing, stronger police presence, and programs aimed at preventing crime and engaging with youth. Improved home security has made it harder for criminals to operate, and greater community involvement in crime prevention has also contributed to this trend..

Sterotyping of Criminals	The UK media often reinforces harmful stereotypes about crime, which distorts how the public views offenders. For example, coverage of knife and drug crime frequently focuses on young Black men, suggesting they are the primary perpetrators, while ignoring larger issues like poverty that contribute to violence. Similarly, British dramas tend to depict minority ethnic groups as criminals, overshadowing the many law-abiding citizens in these communities. In contrast, white-collar crime, which involves fraud and corruption by people in higher socioeconomic positions, is often downplayed, leading to the perception that crime mainly affects lower-income groups. These media narratives create an oversimplified understanding of crime, fueling class and racial biases that misunderstand the complexities of the issue.	The 'Ahmed Mohamed Clock' Incident shows how media stereotypes can distort reality and lead to unfair treatment based on race, religion, or ethnicity. In 2015, Ahmed, a 14-year-old Muslim boy, brought a homemade clock to school, but teachers mistook it for a bomb and called the police. This response reveals how stereotypes about Muslims can create fear and result in unfair treatment of innocent people. The incident highlights the need for responsible media reporting that accurately represents diverse communities and challenges harmful stereotypes instead of reinforcing them.
Levels of Response and Types of Punishment	The media can greatly influence the punishments handed down by courts. A clear example is the UK Riots of 2011, also known as the "London Riots." The sentences given to rioters were unusually harsh, partly due to the media's strong calls for tough penalties for those involved. This intense media coverage created pressure on the courts to respond firmly, resulting in harsher sentences than might have been typical for similar offenses. The case of Jamie Bulger highlights how the media can shape public opinion and influence legal decisions. In 1993, two ten-year-old boys kidnapped and murdered two-year-old Jamie, shocking the UK. The media sensationalized the story, labeling the boys as "monsters," which led to widespread public outrage. This intense coverage resulted in calls for severe punishments, and the court ultimately sentenced the boys to long-term detention. This case raised important questions about how young offenders are treated and the media's role in shaping perceptions of justice.	During the **London Riots** in August 2011, one notable case involved **Jordan Blackshaw.** He was sentenced to **4 years in prison** for his role in inciting riots through social media. Blackshaw used Facebook to encourage others to join the riots, and his sentence was seen as part of a broader crackdown on those involved, reflecting the public demand for severe penalties. In March 2024, following a series of violent protests in **Manchester, three individuals** were sentenced to **5 years in prison** for their involvement in looting and attacking police officers. The court emphasized that their actions were part of a larger trend of escalating violence during protests, leading to these tough sentences as a deterrent against future riots.
Changing Priorities and Emphasis	In response to growing media interest and public concern, lawmakers and law enforcement sometime change their their priorities. They focus more on issues that received a lot of media attention, such as knife crime, terrorism, and cybercrime. This shift means that resources are redirected to tackle these perceived threats more effectively. The media often influences lawmakers to introduce new laws aimed at specific crimes based on public sentiment. While urgent issues gain attention, this media-driven focus causes other important but less sensationalised crimes to be overlooked in policy discussions and resource allocation.	In the late 1980s and early 1990s, rave culture got a lot of bad press, especially after a tragic death tied to ecstasy. This made raves look chaotic and risky, hiding their fun side. The media exaggerated drug dangers, sparking public fear. Older generations saw raves as a rebellious youth scene, which added to the worry. Concerns about health risks from MDMA, like dehydration and even death, made things worse. This led to stricter laws and a crackdown on raves, marking them as symbols of youth rebellion. Fast forward to the present, and we can see a similar reaction to the XL Bully dog breed. After a few attacks, the media sensationalized stories about these dogs, making them seem very dangerous. This coverage fueled fear and pushed for stricter rules or even bans. Just like with raves, the media often overlooks that many owners care for their dogs responsibly, and any dog can be a danger without proper training.