**Media Studies—Media Violence**

**SAVE THIS FILE AS “LAST NAME—MEDIA VIOLENCE.” Place in the dropbox when finished.**

1. Go to the class website: [www.odmedia.weebly.com](http://www.odmedia.weebly.com)

2. Choose “Media Violence” from the top menu

3. Choose the icon under “The Issues”

4. Read the introductory information about media violence. On this page you will see a blue hyperlink “Media Awareness” click on it.

5. Read the website that pops up after clicking on “Media Awareness” the direct address for this page is: <http://www.media-awareness.ca/english/issues/violence/index.cfm>

Answer the following questions:

A. How long has the debate over media violence been going on?

B. At first glance, what is the major question that is brought up by the discussion of

Media violence?

C. In your opinion, do you think media violence leads to real-life violence?

D. This debate has changed in recent years. What are the two modern questions raised by the media violence debate:

1. (Hint: Culture)

2. (Hint: Normalization)

On this page, choose the first link labeled “Violence in Media Entertainment.” The link

will redirect you to this page:

<http://www.mediaawareness.ca/english/issues/violence/violence_entertainment.cfm>

Answer the following questions:

A. How has violence always been a part of human history? How did violence present itself in these three time periods?

1. The Egyptians

2. The Romans

3. Saint Augustine

B. A study showed that between 1993 and 2001 incident of physical violence increased by how much in Canadian film?

How many acts of violence did TV shows average in 2001 per hour?

C. Paquette and de Guise found that psychological violence increased by how much

from 1999 to 2001?

D. How was media become “More Graphic, More Sexual, More Sadistic”?

E. Why is the Motion Picture Association giving movies that would have once been labeled R a PG-13 rating instead?

F. Why was Jordan Knight’s album boycotted in 1999? Do you think this boycott was right?

G. What is the website “Who Would You Kill?” Does this website go too far in terms of violence? Should the government ban these types of websites from the internet?

**Choose the link at the end of this page called “The Business of Media Violence.”**

**The link will redirect you to:**

<http://www.mediaawareness.ca/english/issues/violence/business_media_violence.cfm>

Answer the following questions

A. Why has the film industry seen an increase in R rated films?

B. Why are action movies suitable to a foreign market?

C. What have social analysts noticed in the last decade with regard to songs and lyrics?

D. What did the September 2000 FTC report find about media corporations and ratings?

E. Does the government have a responsibility to ensure that media corporations are accurately labeling their videos? Explain why or why not.

F. How much responsibility lies with parents to ensure that their children are buying age-appropriate media?

G. The FTC report found several standard practices for marketing violence to teens. The website lists three. What are they?

1. (Hint: Publications)

2. (Hint: Trailers)

3. (Hint: Recruiting)

**At the bottom of this page choose the link labeled, “Research on the Effects of**

**Media Violence.” The link will direct you to:**

[**http://www.media-awareness.ca/english/issues/violence/effects\_media\_violence.cfm**](http://www.media-awareness.ca/english/issues/violence/effects_media_violence.cfm)

Answer the following questions:

A. What did University of Michigan professor L. Rowell Huesmann find with regards to media violence?

B. What are the three grey areas related to media violence as found by Andrea Martinez?

1.

2.

3.

C. For each of the research strands listed below, list three key findings related to this strand:

Research strand: Children who consume high levels of media violence are more likely to be aggressive in the real world

1.

2.

3.

Research Strand: Children who watch high levels of media violence are at increased risk of aggressive behaviour as adults

1.

2.

3.

Research Strand: The introduction of television into a community leads to an increase in violent behavior

1.

2.

3.

Research Strand: Media violence stimulates fear in some children

1.

2.

3.

Research Strand: People who watch a lot of media violence tend to believe that the world is more dangerous than it is in reality

1.

2.

3.

Research Strand: Family attitudes to violent content are more important than the images themselves

1.

2.

3.