

J465 Review Guide (3 pages)

This is a general overview of key theories, concepts, and issues discussed in class, readings, and videos. *Exams are based on these terms but not limited to them.*

THEORIES and CONCEPTS

Media Literacy 5 Core Concepts

(Powerpoint: <http://www.bemedialiterate.com/media-literacy-strategies.html>)

Creeping Cycle of Desensitization

(Handout: <http://www.bemedialiterate.com/ccd.html>)

Reflection Hypothesis and Symbolic Annihilation

- ◊ Media content reflects dominant ideologies and social values
- ◊ Reinforces/perpetuates status quo
- ◊ Hegemonic power structure
- ◊ Profit vs. Social Responsibility
- ◊ Target Audience – LCD: Lowest Common Denominator
- ◊ Culture/Time lag
- ◊ Symbolic Annihilation (representations)
 - Annihilate
 - Over-represent
 - Under-represent
 - Victimize
 - Trivialize

Cultivation Analysis

- ◊ Mainstreaming and construction of social reality
- ◊ Resonance
- ◊ Social Categories
- ◊ Mean world syndrome (apply to media violence)
- ◊ Double dose effect

Social Cognitive Theory

- ◊ Observational learning and imitation
- ◊ Vicarious reinforcement
- ◊ Acquisition versus performance
- ◊ Identification with role model
 - ◊ Same-sex v. opposite-sex
 - ◊ Sex-typing of behavior
- ◊ Self-efficacy

Third-person Effect

Social distance corollary

Perceptual v. behavioral effects

Tipping Point

Three Rules of Epidemics

Law of the Few

80/20 Principle

Rule of 150/Magic Number of 150

Mavens, Connectors, Salespeople

Stickiness Factor

Power of Context

BACKGROUND

Types of Culture – Elite/Popular/Mass/Folk

4 Characteristics of Popular Culture

Produced by Culture Industries

Profit driven

Pervasive

Provides a social function

Located in 4 overlapping spaces locations – cultural products/activities/sites/practices

Images, icons, and language as pop culture (new words such as blogs, selfies, etc.)

Economic v. cultural function

Celebrity Culture, Heroes, and 15-Minute Famers

MEDIA EFFECTS

Social construction of reality

Shared meaning

Pop culture and media use statistics

Cause v. correlation

Longitudinal study

Incidental learning

Adult discount

Anticipatory / Preventive / Sex Role Socialization

KAGOY

Content creators and consumers

Types of Media Effects

Race, Class, Gender and Sexual Identity

- Key research findings
- Stereotypes and self-fulfilling prophecy
- Bechdel Rule

Media as Sex Educator: Sex, Sexuality, and Hypersexualization

- Hypersexualization of young girls / expectations of boys
- Teen sexual behavior and pregnancy
 - examples: “16 and Pregnant” / “Teen Mom”
- Video games and Proteus Effect
- Social media, Sexting, etc.

Substance Use and Abuse: Smoking, Drinking, and Illegal Drugs

- Brand choices
- “Media dose” response
- Parents v. media role models

Media Culture and “Ideal” Body Standards: Thin Ideals, Muscular Bodies,

Disordered Eating and Obesity

- Risk factors
- Fiji study – media role modeling + second-hand exposure
- Barbie Effect / “Minnie” Effect
- “Biggest Loser” effect
- Social media influence

Media Violence

- Historical background: passive v. active audience
 - 1930s Payne Fund Studies
 - 1960s Bandura’s Bobo Doll experiments
 - 1972 Surgeon General Study
 - 1990s National Television Violence Study
- 4 main effects of media violence
- Risk factors – contextual/age/behavioral/etc.
- Fantasy v. reality
- Media copycats
- Public Health Community: conclusions about causal connection
- Opposing viewpoints
- Catharsis effect
- Video games and violence
- “Gamergate”
- News and violence

Entertainment Education (EE)

- EE v. PSA
- EE effectiveness research
- CDC (Centers for Disease Control and Prevention)
- Hollywood, Health & Society @ USC

Consumerism

- Commodity fetishism
- Brand loyalty
- Branding and rebranding
- Brand integration
- Nag factor/pester power
- Spending power: Generational differences
- Advergaming
- Product placement
- Celebrity endorsements
- “Ordinary people” trend
- New marketing model: online platforms (buzz/p2p/etc.)
- Adcreep / ad clutter / adrage
- Affluenza v. voluntary simplicity
- Cult slacker v. downshifter
- Culture jamming

MEDIA POWER and the PRODUCTION of CULTURE

- Conglomerate ownership trends: consolidation
- Globalization
- Cultural Imperialism
- LOPP – least objectionable program principle
- Jumping the Shark
- Government agencies: FTC/FCC/Congress
 - Power, policies, and limitations
- Media Ratings & Ratings Creep
- Key issues:
 - Violence
 - Indecency
 - False and misleading advertising
 - Exploiting children
 - Media concentration
 - Net neutrality
- Media reform movement: Freepress.net

DIGITAL MEDIA CULTURE and SOCIAL CHANGE

Diffusion of Innovations

4 Elements of Diffusion:

- Innovation – “perceived” newness
- communicated via channels of communication
- over time
- among members of a social system

5 Stages:

Knowledge / Persuasion / Decision (reject or accept) / Implementation / Confirmation

Characteristics of receiver, change agent, and social system

Determinants of rate of adoption:

Relative advantage/compatibility/complexity/trialability/observability

Adopter types:

Innovator / Early Adopter / Early Majority / Late Majority / Laggards

Technological avoidance factors

Mediamorphosis and Media Convergence

The Internet of Things (IOT)

New Mediascape and Participatory Digital Culture: Content Creators and Consumers

Education and Relationships / Social Advocacy and Political Activism

Ted Talks and MOOCs (Massive Open Online Course)

Dating and Meetups

Change.org

Random Acts of Culture

Crowdsourcing

Culture Jamming

Etc.

Digital Footprints

Digital Citizenship

Digital Junkie:

Nomophobia

Infomania