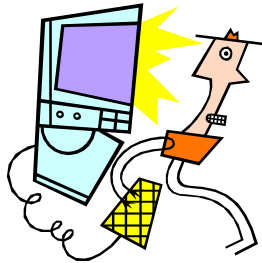


Art and Entertainment



Two classifications of art:

- ▶ popular art
 - often rooted in folk art
 - not complicated
 - conforms to audience expectation
 - seeks financial success
- ▶ elite art
 - reflects artist's vision
 - explores new ideas
 - challenges and sometimes offends status quo
 - less commercially oriented

Art and entertainment have two roles in society:

- ▶ to inform us and make us think about what the artist is trying to do or communicate to us
- ▶ to entertain us

Sex and violence in entertainment

Heavy exposure to sex and violence influences behavior

Causes a desensitization of viewer's attitudes and values

Crime survey



Question #1

In any given week, what are the chances that a person will be involved some kind of violence?

- | | |
|-----------------|---------------------|
| A. Less than 1% | D. 7% to 10% |
| B. 1% to 3% | E. 11% to 15% |
| C. 4% to 6% | G. greater than 15% |

A. Less than 1%

Question #2

What percentage of all working males in the U.S. are in law enforcement or some other kind of crime detection/prevention?

- A. Less than 1%
- B. 1% to 3%
- C. 4% to 6%
- D. 7% to 10%
- E. 11% to 15%
- F. greater than 15%

A. 1%

Question #3

Of all the crimes that occur in the U.S. in any year, what proportion are violent crimes such as murder, rape, robbery and assault?

- A. Less than 1%
- B. 1% to 3%
- C. 4% to 6%
- D. 7% to 10%
- E. 11% to 15%
- F. greater than 15%

D. 10%

Why do most American say crime is a major problem in the country today?

TV programs

Question #1

In any given week, what are the chances that a person will involved some kind of violence?

Less than 1%

61% of the people we see on TV are involved in some kind of violence.

Question #2

What percentage of all working males in the U.S. are in law enforcement or some other kind of crime detection/prevention?

1%

12% of the people we see on TV work in law enforcement or related fields.

Question #3

Of all the crimes that occur in the U.S. in any year, what proportion are violent crimes such as murder, rape, robbery and assault?

10%

77% of the crimes we see committed on TV are violent crimes

● **Cultivation Ratification**

- the effects of TV on viewers
 - > heavy viewers are affected by what they see
 - > they see the world more dangerous than it really is

Violence in the mass media

There is evidence that TV viewing influences violent behavior

Causal relationship

a cause-and-effect relationship
Some activity that has an effect on people
cigarettes can cause cancer
a steady diet of double-doubles, fries and shakes can cause obesity

Research Following the Commission Report

James Weaver (1980)
How the content affects the viewer's perceptions and behaviors
Examined contents from three categories:

- > Sexual activity from the masculine perspectives
- > erotic (sexual fantasy) themes
- > coercive/violent themes

Donnerstein (1980) found that brief exposure to violent forms of pornography can lead to anti-social attitudes and behavior

Male viewers tend to be more aggressive toward women, less responsive to pain and suffering of rape victims, and more willing to accept various myths about rape (i.e., acceptance of rape myth)

Common rape myths:

"Everyone knows that when a woman says 'no,' she really means 'yes.' "

"The way she was dressed, she was asking for it!"

"If a woman agrees to go into a man's apartment, she is consenting to have sex."

"A woman has to be forced to enjoy sex."

"If a woman doesn't want to get raped, she shouldn't drink."

Content analysis: Ranking the degree of violence in programming and society so that they can be compared

Factors that make people susceptible to negative effects of TV violence:

- ▶ The perpetrator is an attractive role model
- ▶ Violence seems justified.
- ▶ Violence that goes unpunished
- ▶ Minimum consequences to the victim
- ▶ Violence that seems real to the viewer

Effects of TV violence:

- ▶ Learning aggressive attitudes and behaviors
- ▶ Desensitization to violence
- ▶ Increased fear of becoming victimized by violence

hub channel
> Children's TV network
owned in part by Hasbro and featuring
programs based on Hasbro products



Infotainment

Programming that mixes information with entertainment

Usually, but not always, consists of celebrity news and consists of mostly celebrity news and human drama.

Jon Stewart on Crossfire

<http://www.youtube.com/watch?v=aFQFB5YpDZE>

Ethical decision-making tools:

- Am being honest with my audience?
- If I am telling a story based on history, do I have an obligation to explain to my audience where I've ventured from fact to fiction?
- Is what I am doing hurting people? Am I perpetuating stereotypes or denigrating groups of people?

- Do I have an obligation to warn my audience that my work might offend or hurt some people.
- Am I creating propaganda, and if so, in whose interests am I serving?
- Am I following the Golden Rule?
- Am I invading a celebrity's privacy? Should I apply the privacy check list to what I am doing?