

# The Media as an Influence on Socialization

**What is Mass Media?** Mass media is communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth.

Communities and individuals are bombarded constantly with messages from a multitude of sources including TV, billboards, and magazines, to name a few. These messages not only promote products, but moods, attitudes, and a sense of what is and is not important.

**What are the most influential elements of the media?** Television and Advertising

Interesting Facts: It is estimated that the average Canadian child watches 23 hours of television a week, some watching as much as five hours a day.

**What are the effects of too much television on the development of children?**

- \*obesity (both because of inactivity and the promotion of unhealthy food
  - \*violent behaviour
  - \*poor academic performance
- \*poor social skills(possibly because children are not interacting with other children)
  - \* lack of authentic experiences (wrapped up in the lives of characters on t.v)

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## Advertising

Stats - average American sees or hears about 1500 advertisements a day

**What are the impacts of ads?**

- \*These ads are intended to do, and do, have an enormous impact on behaviour. They encourage materialism and consumerism, creating a “me see, me want” attitude.
  - \*promotion of child sexuality
  - \*promotion of objectification of women and men
  - \*promotion of an unattainable image of beauty
  - \*creates high levels of self-hate and frustration of ones appearance

Female Model Facts

North American

Woman

5'9

5'4

123 Lbs

144 lbs

size 6 or 8

size 12

generally has too little body fat to menstruate

- \*some stats argue that 50% of females and 35% of males report dissatisfaction with their body image