

# **THE MEDIA AS A SOCIAL INSTITUTION**

- Media influence and socialization**
- Media and the political system of the society**
- Economic system of the society**
- Media Psychology**
- Media, Culture and society**

# Objectives

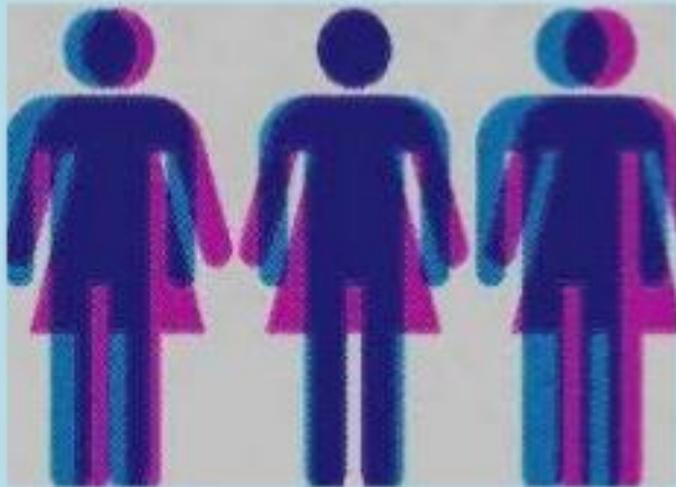
- **Explain in detail the media as a social institution**
- **Discuss the positive and negatives aspects of media influence**
- **Explain how media is influencing in political and economic systems of the society**
- **Analyze how media focuses on psychology, conduct a survey to know the media psychology among target audience.**
- **Explain the role of media in promoting cultural concepts in the society**

# THE MEDIA AS A SOCIAL INSTITUTION

- **Mass media** have emerged as a **social institution**, assuming many of the functions formerly served by traditional **social institutions** such as the **church, school, government, and family. ...**
- Instead, the **primary objective** of a privately owned media organization is to **make a profit for the company.**

# Media as a Social Institution

- Media are some of the most visible ways that put gender definition, construction and opposition on display
- For example, “interpreting social change and managing cultural beliefs” (Dow, 241) is a shared goal across the different types of media



- With verbal and visual images reinforced, people begin to construct ideas relating to the subjects targeted by media... Gender being one of them

- **However, in Western countries operating on the private-ownership model (most notably the United States), media systems were never intended to serve as a social institution.**
- **Thus, many films, television programs, and Web sites contain sexual and violent content designed to attract the largest imaginable audience.**

- **The messages contained in these programs can be confusing or disruptive to a public looking to the media for direction, purpose, and meaning.**
- **The public's reliance on the Western media for guidance and support can therefore be dangerous.**
- **Within this context, media literacy provides strategies that enable people to critically examine media messages and put media programming into meaningful perspective.**

- ✓ **Communication** is generally **understood** as a **two-part process** consisting of messages that **convey content** and the **interpretation** of that content by the receiver.
  
- ✓ **Meanings** are conveyed through **words, images, and symbols.**

✓ In the U.S., **mass media serve** as one of the most **significant social institutions** **shaping communication**

✓ since **media act as gatekeepers** of information using stereotypes as one of the primary tools to communicate the values of the dominant culture (Creedon, 1993; Wood, 1999).

- **stereotypes circumscribe the boundaries around where we “belong” and what is “possible” for us in our lives.**
- **We learn both about how to view each other (which teaches us to “discriminate” and rank by category), how to view ourselves (which teaches us to internalize views of being “less than” in relation to gender, race, class, and other systems of ranking), and how to organize our society (which teaches us who belongs where).**

These representations have a **powerful influence** on the possibilities that people perceive for themselves and **impact the behaviours** through which they manifest these possibilities.

**Contemporary mass media play a pivotal role** in defining the “**appropriate**” **cultural boundaries** around such factors as gender, race, and class.

- **In *Playing in the Dark: Whiteness and the Literary Imagination* (1992), Toni Morrison states: “Eddy is White, and we know he is because nobody says so” (p. 72).**
- **It is only necessary to “define” those who are outside of the dominant social center.**

- **In the end, every “aspect of our culturally mediated identity . . . is challenged or altered by the hypnotic power of mass media” (Miller, 2004, p. 2).**
- **explores these issues in the following sections:  
(1) mass media and its power to influence; and  
(2) and in-depth analysis of Wired magazine.**

# Objectives .....

- ✓ **How mass media operates as a social institution to teach the attitudes, values, and beliefs of a dominator society.**
- ✓ **How much power mass media and IT have over defining social norms, and how much of that power is held by just a few individuals and a few companies.**

# Objectives

- ✓ **The common stereotypes that media purvey about women in science and technology.**
- ✓ **The pervasiveness of violent and sexual metaphors in one popular technology magazine.**
- ✓ **How these negative images influence the participation of women in science and technology.**

# **MEDIA INFLUENCE AND SOCIALIZATION**

- **Massmedia— newspapers, magazines, comic books, radio, video games, movies, and especially television—present a very different form of socialization than any other.**
- **Television is an influence on children from a very young age and affects their cognitive and social development.**

# MEDIA INFLUENCE AND SOCIALIZATION





**The mass media are another agent of socialization.**

✓ **Television shows**

✓ **movies**

✓ **popular music**

✓ **magazines**

✓ **Web sites**

**and other aspects of the mass media influence**

✓ **our political views**

✓ **our tastes in popular culture**

✓ **our views of women, people of colour, and gays; many other beliefs and practices.**

- **In an ongoing controversy,**
- **The mass media are often blamed for youth violence and many other of our society's ills.**
  - **The average child sees thousands of acts of violence on television and in the movies before reaching young adulthood.**
  - **Rap lyrics often seemingly extol very ugly violence, including violence against women.**

- **Commercials can greatly influence our choice of soda, shoes, and countless other products.**
- **The mass media also reinforce racial and gender stereotypes, including the belief that women are sex objects and suitable targets of male violence.**

- **As the mass media socialize children, adolescents, and even adults, a key question is the extent to which media violence causes violence in our society (Surette, 2011).**
- **Studies consistently uncover a strong correlation between watching violent television shows and movies and committing violence.**

- **However, this does not necessarily mean that watching the violence actually causes violent behaviour:**
- **perhaps people watch violence because they are already interested in it and perhaps even committing it.**
- **Scholars continue to debate the effect of media violence on youth violence.**

- **In a free society, this question is especially important, as the belief in this effect has prompted calls for monitoring the media and the banning of certain acts of violence.**
- **Civil libertarians argue that such calls smack of censorship that violates the First Amendment to the Constitution, while others argue that they fall within the First Amendment and would make for a safer society.**
- **Certainly the concern and debate over mass media violence will continue for years to come.**

- **Television is the medium with the greatest socialization effect, surpassing all the other media by far in its influence on the young child.**
  
- **Children learn through watching television. Some of the things they learn are beneficial; others are not.**
  
- **They learn about the world and the ways of the society.**

- **They learn something about occupations, for example, getting an idea about what a nurse does, what a doctor does, and how the two relate to each other.**
- **They learn about the institutions of the society—what goes on in court.**
- **They learn the language to go with these roles and settings**
- **they learn some language you'd rather they didn't know!**

- **Children also learn about current themes and issues; both from newscasts and dramas**
- **issues such as kidnapping, the homeless, and the spread of AIDS.**
- **Most of these issues and themes are not happy ones, and many are very frightening, especially when children watch programs that are intended for adults.**

- **Children learn more than facts from television; they also get a good daily dose of stereotypes and a lot of misleading information about their world.**
- **Most of all, they get a big helping of violence and another of commercial advertising.**

# **MEDIA INFLUENCE**

- 1. Social Media has the power to mobilize mass movement. For example, Tunisia and Egypt saw an increasing use of the social media platforms, i.e., social media networking sites like Facebook and Twitter in order to help the citizens in organizing, communicate and ultimately initiating street action and civil-disobedience campaigns**

**2. In India, literacy forms a substantial barrier to the development of a country. In order to deal with this type of situation, radio especially, Community Radio can help to reach out to a large number of masses, like the poor people because it's affordable and also uses less electricity. Community Radio lends a voice to the community they serve with programmes in local languages, and also respecting the local culture and tradition. It also provides a counterbalance to the increasing globalization and commercialization of media.**

- **Any programmes can be successful, if the information is disseminated at grassroots level. Hence, radio forms another major platform that helps in reaching out the rural masses, especially creating awareness regarding government policies. The Community Radio movement can help to create awareness among the rural masses about the different flagship programmes like ‘Digital India’ or ‘Make In India’ or ‘Beti Bachao-Beti Padhao’ or ‘Swachh Bharat’, etc.**

- 3. National TV Channels holds educational programs. It helps in educating the children.**
- 4. Social networking platforms like Facebook has brought people closer to each other. People now can easily connect with their friends, relatives who resides abroad.**

**With technological advancements, such as the Internet, have made it possible to bring the various forms of electronic media to our workplaces and homes at the click of a button.**

**To conclude, the influence of mass media is undeniable as it can make or break the belief of the people, or start a movement for a right cause.**

# **MEDIA AND THE POLITICAL SYSTEM OF THE SOCIETY**

- The **media** has been referred to as “**The Fourth Estate**” with the important function of being the news media – “**the press**” – and **serving as the eyes and ears of the public.**



- **print and media reporting has been viewed over time as the way to insure the American public gets the real scoop on the functioning of government and viewpoints of political candidate.**
- **The news media is a societal or political force or institution whose influence is not consistently or officially recognized.**

**A free press serves four essential purposes:**

- ✓ **Holding government leaders accountable to the people.**
- ✓ **Publicizing issues that need attention.**
- ✓ **Educating citizens so they can make informed decisions, and**
- ✓ **Connecting people with each other in civil society.**

- **Free media plays an important role in influencing political discourse during elections.**
- **When free and balanced, traditional media (print and broadcast) foster transparency and the determination of important electoral information.**
- **The rise of new media provides further opportunities for participatory citizenship.**

- Citizens are increasingly turning to social **media platforms** to follow **election news and developments**.
- Referred to as **“The Fifth Estate,”** this form of **“news” media is a socio-cultural** reference to groupings of outlier viewpoints in contemporary society, and is **most associated with bloggers, journalists publishing in non-mainstream media outlets,** and the **social media**.

- The **media** have been the **predominant source of political information** for citizens in a democratic society.
- **Mass media** has a **colossal influence both on people and politics**, since it shapes public opinion, and its role **becomes more powerful especially during elections** when political parties are sensitive in terms of how the media shows their **public appearances**.

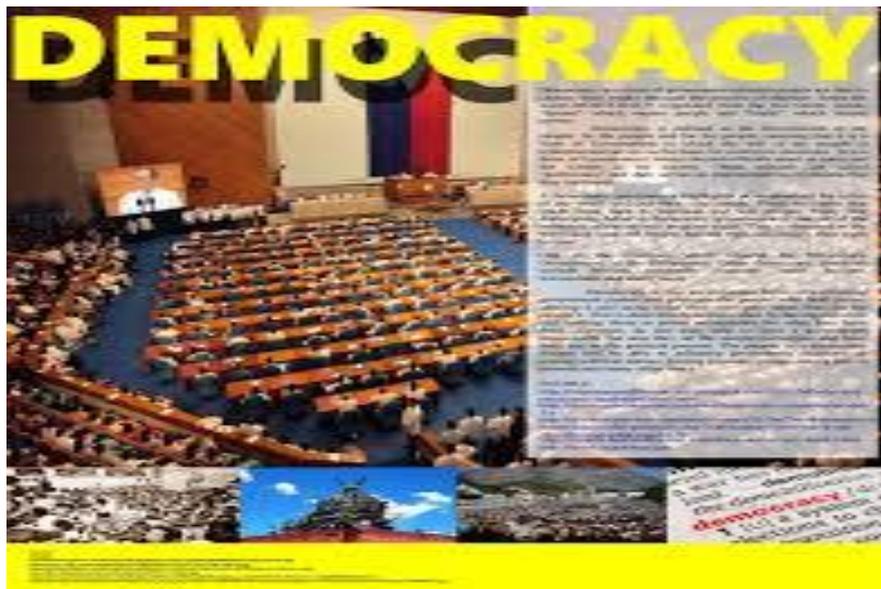
- Ideally, the media should fulfill the political role by **“disseminating the full range of political opinions,**
- enabling the **public to make political choices and enter the national life.”**

- **In democratic societies, for instance, the media is a communication channel which ensures the exchange of opinions both in power and general public, governments and political parties don't put direct pressure on the media (depending on the country).**

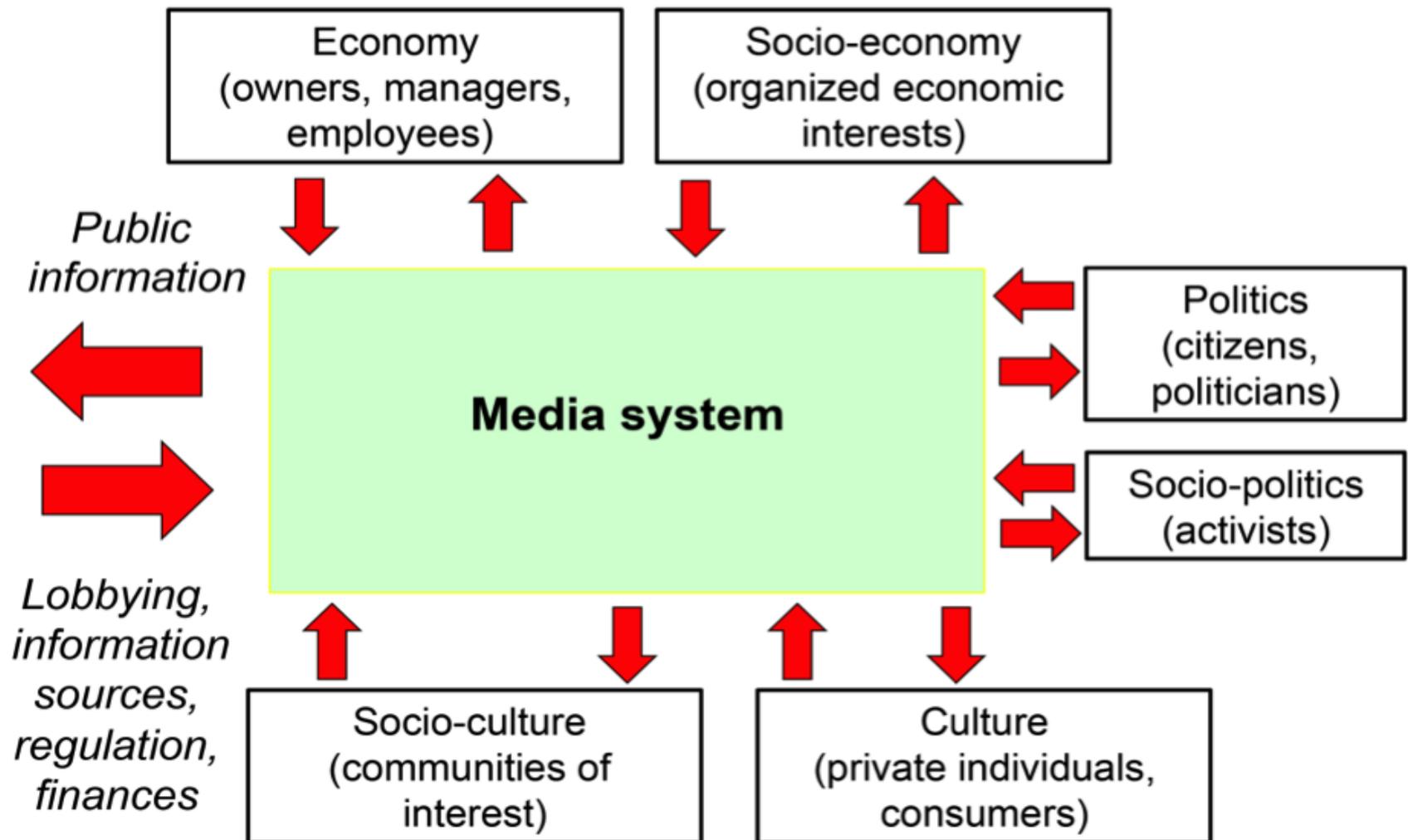
- **In liberal democratic countries it informs the public and acts as a watchdog of the government.**
- **mass media must make the political system more “transparent”, by helping people participate in political decisions, understanding the operations of government, etc.**

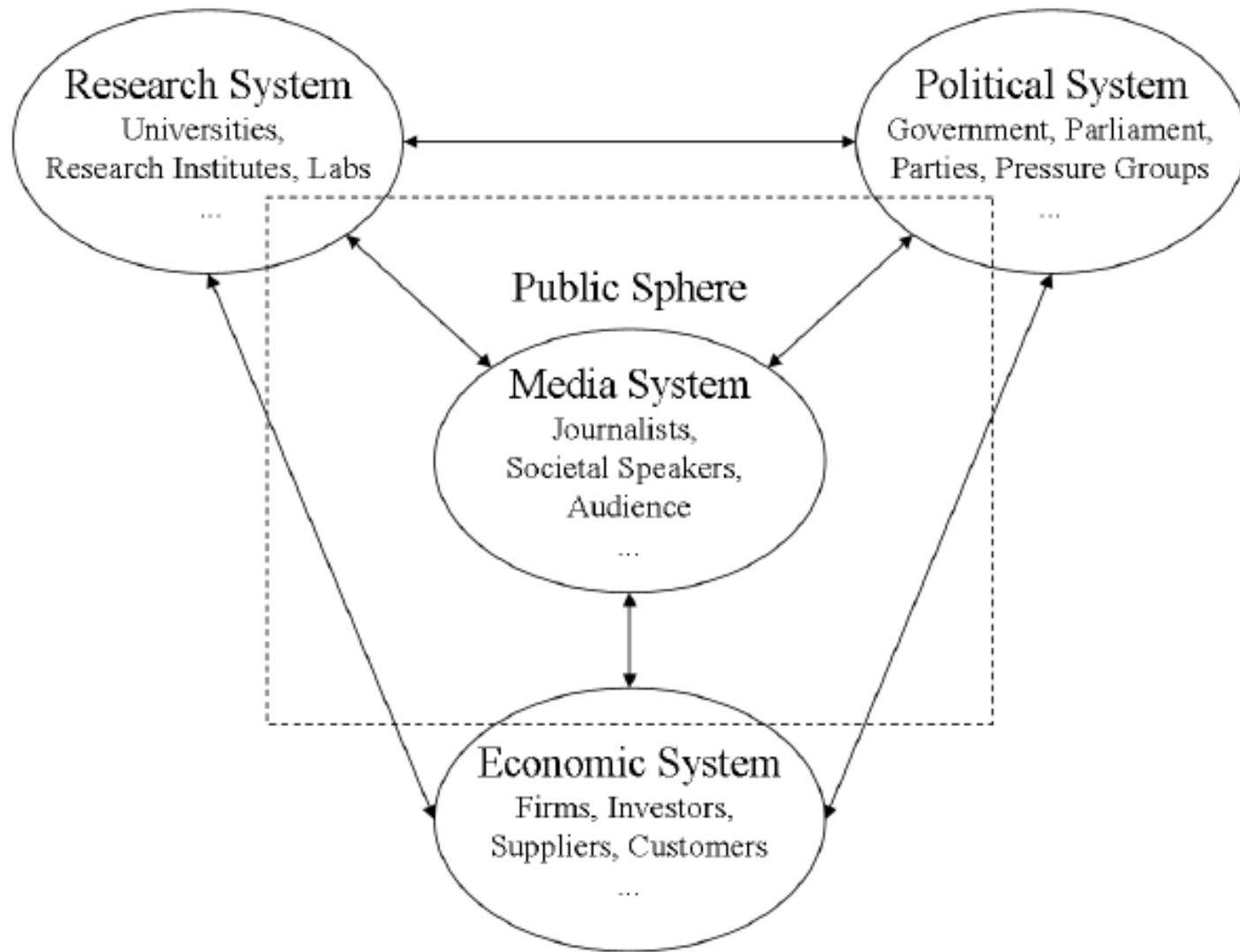
- **most of the time the media plays different roles.**
- **It simulated transparency and doesn't serve the political values that motivate the “transparency”, hides important information in a mass of manufactured political realities.**

- Although, the political transparency is impossible without mass media coverage.
- Politicians, even governments can manipulate the coverage of information to achieve their political and economical goals through diverting audience attention.



# Media and the economy and the political system





Society

# **MEDIA AND THE ECONOMIC SYSTEM OF THE SOCIETY**

- ✓ **A free press is not a luxury.**
- ✓ **It is at the core of equitable development.**
- ✓ **The media can expose corruption.**
- ✓ **They can keep a check on public policy by throwing a spotlight on government action.**
- ✓ **They let people voice diverse opinions on governance and reform,**
- ✓ **Help build public consensus to bring about change.**
- ✓ **Such media help markets work better.**
- ✓ **Facilitate trade, transmitting ideas and innovation across boundaries.**

- **The media are also important for human development, bringing health and education information to remote villages in countries from Uganda to Nicaragua.**
- **But as experience has shown, the independence of the media can be fragile and easily compromised.**
- **It is clear that to support development, media need the right environment-in terms of freedoms, capacities, and checks and balances.**

**The media, with specific reference to the  
collective entity of**

- **Newspapers**
- **Radio**
- **Television and the**
- **International Network (Internet)**

**play a very important role in national  
development.**

**National development involves changes or advancement in a nation aimed at improving**

✓ **the political,**

✓ **economic and**

✓ **social lives of the people.**

• **In the economic sphere, media can play their role in the areas of**

✓ **economic policy and growth**

✓ **economic empowerment**

✓ **advertisements and tourism**

✓ **business and investment, etc.**

- **Media can boost economic development by promoting good governance and empowering citizens, so that economies can function better.**
- **Economic development is defined as a sustainable process of**
  - ✓ **Creating economic opportunity for all citizens**
  - ✓ **Stimulating business investment**
  - ✓ **Diversifying the public revenue base**
  - ✓ **Enhancing quality of life.**

- **Economic development, according to the US Department of Commerce, is fundamentally about enhancing the factors of productive capacity of a national economy.**
  - ✓ **It is about economic growth**
  - ✓ **Increase in competitiveness**
  - ✓ **Sustainable development**
  - ✓ **Reduction of poverty and inequality**
  - ✓ **Increasing wages and benefits**
  - ✓ **Industrial policy.**

**The key areas associated with media contribution to economic development are:**

➤ **Business and Investment Environment.**

- **For economy to grow, it requires the enabling environment for businesses and investments to flourish.**
- **The media can provide atmosphere for healthy trade; foster business climate of transparency and accountability; and ensure that accurate financial information is available to potential investors.**

## ➤ **Economic Empowerment.**

- **The poor and women are usually the economically disadvantaged groups in most societies.**
- **The media enhances the ability of poor and disenfranchised members of society to make their voices heard.**
- **They have the duty to expose the living conditions of the poor and the oppressed, so that the leadership would feel some pressure to act.**

- **The media can also help in sensitizing government programmes on poverty alleviation and economic empowerment, so that public services are made more responsive to the poor.**
- **On women, empirical studies show that women's access to the media is associated with better income and education, in addition to better health and fertility outcomes.**

## ➤ **Economic Growth.**

- **The use of media all over the world has not only reduced the gap of information, but has also contributed to the economic growth of nations.**
- **Communication, has contributed to the rapid economic development of countries like Taiwan and South Korea**
- **the “Satellite Instructional Television Experiment” in India contributed to the agricultural production and enrollment of children in schools.**

# **MEDIA PSYCHOLOGY**

- **Media psychology is branch of psychology that focuses on the relationships between media and human behaviour.**
- **This applies to individuals and society as a whole. Basically, professionals in this field study how people interact with media and each other due to media influence.**

- **Media psychology focuses on the psychology behind media and technology use and impact.**
- **Media psychology includes research and applications dealing with all forms of media technologies: Traditional and mass media, such as**
  - ✓ **Radio**
  - ✓ **Television**
  - ✓ **Film**
  - ✓ **Video,**
  - ✓ **Newsprint**
  - ✓ **Magazines**
  - ✓ **Music**
  - ✓ **Art**



**BUSINESS**  
 Creating Relationships thru Interactions that  
 Lead to a Transaction

**PSYCHOLOGY**  
 Understanding of Human  
 Behavior, Interaction and  
 Relationships

**Social Media**  
 A place where people  
 create relationships through  
 Interaction



information processing social action health promotion sentiment analysis  
uses and gratifications framing behavioural economics viral marketing  
motivation lifespan development social presence behaviour change persuasion profiling  
individual differences need for cognition education persuasion deliberation likelihood persuasive design  
reception engagement communication social media  
consumption Media Psychology technology  
entertainment effects HCI  
gaming cultivation pro-social UX usability  
TV social learning displacement identity cognitive ergonomics  
media-multitasking representation digital citizenship  
fame body image violence information internet avatar  
parasocial interaction censorship media literacy overboard tool use  
inclusivity ethics media literacy cyberpsychology

**New and emerging technologies and applications,  
such as:**

- ✓ **Social media**
- ✓ **Mobile media**
- ✓ **Interface design**
- ✓ **Educational technologies**
- ✓ **Interactive media technologies**
- ✓ **Augmented**
- ✓ **Virtual and blended environments**

Despite the fact that media is often associated with **newspapers, magazines, and television,** media takes on a **broader term** in this case to represent the **mediated experiences of technology in facilitating human social connection.**

- **Media psychology is the branch of psychology that focuses on the interaction of human behaviour and media and technology.**
- **Media psychology is not restricted to mass media or media content; it includes all forms of mediated communication and media technology-related behaviours, such as the use, design, impact and sharing behaviours.**
- **This branch is a relatively new field of study because of advancement in technology.**

- It uses various methods of **critical analysis** and **investigation** to **develop a working model** of a **user's perception** on media experience.
- These methods are **used for society** as a whole and on an individual basis.
- **Media psychology is both an art and a science.**
- It explores how media affect our sensory and cognitive processes including how **media evokes specific behaviours in individuals, larger groups or global societies.**

- **In today's world, Media psychology is a force in**
  - ✓ **Social media**
  - ✓ **Telehealth and teletherapy**
  - ✓ **Online education**
  - ✓ **In and out of the classroom**
  - ✓ **Virtual classroom**
  - ✓ **Entertainment consulting**
  - ✓ **Traditional media interviews**
  - ✓ **Providing on camera expertise**
  - ✓ **Virtual and augmented reality therapies**
  - ✓ **Consumer products,**
  - ✓ **Brand development**
  - ✓ **Marketing**
  - ✓ **Advertising**
  - ✓ **Product placement and game theory.**

- Media psychology is **central in Cinema**, including **film analysis**, media assisted rehabilitation, **telecommuting communications**, **effective public health**, **public service**, and **public policy including political campaigns**.
- Media psychology is applied in **medical education and practice** and in all forms of media publishing.
- These are only some of the **myriad examples** that could be included in an **increasingly extensive description**.

- Media Psychology represents a large and **exciting realm of opportunities for valuable effects research**, i.e., learning more about how various **news and entertainment media influence audience behaviour, audience demographics and audience numbers.**
- This information is **increasingly important in today's media saturated world.**

# MEDIA CULTURE AND SOCIETY



# **Society and Culture**

- ✓ **Society is an emblem of sharing and multiplicity among a group of people that could belong to a community of multi ethnicity and multi culture.**
- ✓ **Culture, thus is the reflection of a society and norms, values and traditions that social beings follow.**



# Role of Media in defining and representing culture

- It refers to the combination of aspect of reality (people, events, places, cultural identity) in the media.
- The term refers to the processes involved as well as to its products.
- For instance, in relation to the key markers of identity – Class, Age, Gender and Ethnicity (the ‘cage’ of identity) – representation involves not only how identities are represented (or rather constructed) within the text but also how they are constructed in the processes of production and reception by people whose identities are also differentially marked in relation to such demographic factors.
- Consider, for instance, the issue of ‘the gaze’. How do men look at images of women, women at men, men at men and women at women?

# Gaze theory:

- The concept of **gaze theory** describes how **men view women** or how women view other women and how women view themselves. Marxists believe that **female bodies are representation of commodity**.
- There is a **debate** about the **representation of women in media**.
- Some **view it as exploitation** whereas others **believe it to be independence**.

# Queer theory:

- **It explores the representation of homosexuals as well as sexual orientation.**
- **Queer theory's main project is exploring the contestations of the categorization of gender and sexuality.**

- ✓ **Media influence and culture are something that are very much intertwined and proportional to each other.**
- ✓ **Our situated culture exists within a much wider mediated world.**
- ✓ **Mass media are centrally involved in the production of contemporary culture.**
- ✓ **Media production, media inclusion and cultural response are like a series of interlinked paths.**

- **What is produced is influenced by cultural values; similarly, what are the cultural values also influences what is to be produced.**
- **For example, we have programs on TV like Dohori Karyakram, Krishi Samachar, Samay Baji, Nyalla Bya, Titto Satya, Madan Bahadur, Hari Bahadur, Ghumgham, Tirtha Yatra etc aired from different Nepali channels.**
- **In one way or the other, these programs are representing our culture**

- **This is even bigger, when it comes to FM stations and Community radios in Nepal.**
- **Also, advertisements are playing their own part in defining our media and in a way it has also been the medium of representation for our culture like the Advertisements of Rumpum noodles, Mero Mobile etc.**
- **This is an example of how culture is represented in the media and the influence of culture on the media.**

- **Besides, be it the culture of social networking or be it the culture of using i-pods, or be it the culture of following the style of Bollywood stars, media certainly has a larger hand in bringing these cultures to our life, through various mediums like TV, newspapers, magazines, Internet, Magazines etc**

- **In this process, knowingly or unknowingly our culture is being modified or rather amended, thus defining it in a new way, something different than what our ancestors had perceived and followed.**
- **This is an example of how media is redefining our culture.**

- **Media representation means the aspect of reality of people, of events, of culture and of environment in regard with CAGE ( Caste. Age. Gender. Ethnicity)**
- **When it comes to impartial representation in media, we can find that media are mostly used by elites or people from higher class, to manifest that whatever they want people to know is what ever media shows, this is a conspiracy or propaganda.**
- **Besides, trans-genders, gays, lesbians and other sexually minor people's issues are undermined by the media.**

- **This has caused not-so-impartial representation in the media.**
- **Mostly, who owns the media determines the liberality or democratic vision in the work and representation in the media.**
- **Media institutions like Jagaran media mainly focuses on Dalit people.**
- **This, in a way is step towards including the minors of society but then it is far from full representation of a wholesome society but just a group from it.**

# Media as a Cultural Institution

- ✓ **Marriage, festivals, guthis etc. are the cultural institutions. Media is cultural construct.**
- ✓ **It has existed for long time due to need of people. Pop culture, eating-out culture, beauty pageant culture, and wearing jeans are adapted from cultures.**
- ✓ **Culture is either inherited or derived. There is culture so there is media.**

- **Grabbing publicity has also become a culture. When we market things also we need to consider culture.**
- **We need media because there are controversies and issues. Media will improve only if we have these issues.**
- **Unconsciously, media is seeping into our lives**
- **Reading newspaper has become a part of culture.**
- **The time of news broadcasting is around 8. This is also due to culture.**

# **Media as an agent for socialization and acculturation**

- The boom in media industry has distorted our traditional way of socializing with people.**
- Earlier there were limitations of various sorts hindering the socialization process.**

- **Our social circle was limited. But now with increasing number of people having easy access to media, mainly internet, the face of socialization has changed forever.**
- **People have become accustomed to socializing in the virtual world.**
- **The rising number of social networking sites to the number of people searching for their soul mates in the virtual world proves how media is fast becoming an agent for socialization.**

- **Media has grown to cover societies all over the world that we had no clue about.**
- **Being aware about the presence of societies with cultures so different than ours has become possible due to media.**
- **Foreign culture no longer seems foreign because of our constant exposure to it through media.**

- **We've now grown as accustomed to foreign cultures and have incorporated in our own lives.**
- **Celebrating Valentine's Day, Christmas, organizing masquerade parties are all the results of acculturation that has been brought about by media.**