

SACE Stage 2 Media Studies

Media Investigation

Assignment

Investigation question:

How much of a negative influence do the media have over people and society?

Topic not clearly defined.

How much of a negative influence do the media have over people and society?

Topic too broad. Needs clearer definition.

The media industry today incorporates newspapers, magazines, television, web, radio and social media. Ever since the first radio was invented media has had an influence on people's lives. What people see and or hear tends to be believed and if it is repeated enough then little questioning of the source seems to occur.

KU1
Understanding of issues. (partial)

Perfect early examples of this are a radio broadcast in 1938ⁱ where a radio drama was broadcast to millions of listeners; it was a portion of an adaptation of the book *War of the Worlds* by H. G. Wells. Throughout the broadcast people were led to believe that Martians had invaded earth. This program is said to have caused wide spread panic, as many of the listeners believed what they heard was real.

Then there was an April fool's day hoax that was played by the BBC in 1957ⁱⁱ showing a family harvesting spaghetti off of bushes. Many people believed the hoax and phoned to ask where they could get the spaghetti growing bushes from.

Would people today behave the same way and believe that the Martians were invading or that spaghetti grows on bushes? Sadly I think that a lot of people would, as Media has such a large influence over what people think and believe.

In this essay I am going to discuss Media and the ways in which it is used and how it impacts on society as a whole, I'm going to focus on the negative impact of the media.

First I'm going to talk about media surrounding politics and how the media can potentially make or break a political party and their leader. This is mostly because as explained above people don't tend to question the media; whether it's as extreme as spaghetti growing on trees or just false statements made about a party in parliament, people don't tend to question the statements that are being thrown in their face every day through advertising on the TV and social media sights. A great example of this is what is happening in Queensland at the moment with Newspapers owned by Rupert Murdoch.

Student provided images of newspaper headlines.

Images removed due to copyright.

These are just two

KU1
Understanding
of structures
(partial)

examples of the front page Ads produced by Rupert Murdoch. The Queensland population is being bombarded by front pages like these on all of their papers. If you're an undecided voter with little knowledge of politics then this sort of media coverage can sway opinions and decide voters. Julia Gillard was also crucified by the media which showed in the opinion polls. So although she managed to bring in some really important changes and policies her popularity rating was very poor.

KU2
Media
influence on
audience
(basic)

Media can make people believe and stand by ideas that when questioned they cannot even come up with anything to support the topic or anything about it, other than what they have heard directly through the media. A topic that is being used as part of this election campaign and I am going to use for this is about the so called 'boat people', the media portrays the asylum seekers as such a bad thing and seems to scare people with poor one sided advertising. People are saying 'We are being swamped' well in actual fact last year we had 15,800 people arrive in Australia by boat, but the actual Australian asylum seeker numbers, while politically sensitive, remain numerically small. One of the facts (which I would deem to be important) is the fact that statistics from 2008 showed at least 13 asylum seekers arrive through Australian airports daily, this is more than 32 times the number of boat people supposedly "flooding" across our maritime borders in that year. A total of 4768 "plane people", more than 96 per cent of applicants for refugee status, arrived in that year on legitimate tourist, business and other visas - compared with 161 who arrived by boat during the same periodⁱⁱⁱ.

KU3
Bias
(recognition)

KU1
Interactions
between
media and
government
(limited
awareness)

What this means to me is that the government only want us to know what they can use to their advantage in the polls. They advertise people coming in on the boats as a huge problem because they can potentially stop the boats 'send them back' but let's face it they can't and 'plane people' (whom are also seeking asylum) would not be so easy to

de-humanise. This is not only because they are flying into Australia but also because of the fact that the people coming across on the planes are well dressed and aren't coming across on a dirty boat. The Media de-humanize Asylum seekers by calling them boat people, queue jumpers and illegal's and it seems that the general population believe the rhetoric.

KU2
Media
influence on
audience
(basic)

Another negative influence the Media has on the general population is that it affects people's perception of the ideal body shape "body image"^{iv}, this has some serious health effects on society today. Young people are particularly susceptible to messages about body image. It has become nearly compulsory to have things such as *Face book* and *Instagram* as they become more and more popular. On these websites it is nearly all about 'body image' and some people become so frantic about how they look all the time it is having a serious impact. Body weight is one of the main concerns among women, even those that are a healthy weight or underweight. Crash dieting, fasting, laxative misuse and forced vomiting are some of the unhealthy ways women attempt to gain that "perfect body". Men generally want to be larger and more muscular in addition to being thinner, leading also to eating disorders, steroid use and muscle dysmorphia (an obsession that they are not muscular enough). Exposure to the media has been shown to play a major role in eating disorders^v. We are constantly bombarded through television, cinema, Newspapers, magazines and social media with body images that are unattainable to the majority of women and men.

Media also plays a role in consumerism, how many people have ordered something useless because they saw it on television? How many homes are now the proud owners of the ab cruncher (now left collecting dust under the bed) that they thought would miraculously transform their bellies into a six pack? There is so much waste in the way we consume, we buy things out of want not need and an incredible amount of resources are wasted. The ultimate goal now is to make something that people will want to own not because it is a necessary part of life but because the neighbor next door has one and or your favorite TV star tells you that you can't live without it. We consume, and we throw away anything that stops working or just isn't in vogue anymore. We are bombarded by advertising from sun up to sun down telling us what clothes to wear, how we should smell, that our teeth should be whiter, what food we should eat, toys to buy, drinks to drink and the list goes on! So we consume, we waste we add to landfill.

In conclusion, I think that media is a very useful tool, but I believe that people should see it as more of a means of gaining insight and guidance and not believe everything they hear and or read because in fact anyone that is advertising through any form of

media is doing that at a cost to themselves. Usually wanting to promote something to the benefit of themselves or an organisation they have chosen to be a part of.

Now doesn't that make you feel like anything that is being advertised, which is being done so by someone who is paying for that right, is doing so to either sway opinion or to create wealth via sales of particular items? To encourage everyone to see things the way they do and therefore wouldn't it be a wise choice to do research so that you can find the raw facts and have your own opinion on the topic because there are always two sides to a story and not everything you see, hear and read is truth.

Watch, learn, listen and research but never believe outright that what is in the media is the whole truth.

Additional Comments

C2

Generally fluent with some appropriate use of terminology. Use of word 'advertise' should be more defined and industry specific. Not coherent in presentation of discussion. A range of issues covered but then lacks depth to provide evidence of comprehension.

RA1

Evidence is current. Basic consideration

RA2

Some identification of the representation of groups but structure does not allow for this to be comprehensive. This investigation was graded D+.

ⁱ <http://history1900s.about.com/od/1930s/a/warofworlds.htm>

ⁱⁱ http://news.bbc.co.uk/onthisday/hi/dates/stories/april/1/newsid_2819000/2819261.stm

<http://theconversation.com/reining-in-advertisers-to-curb-australias-body-image-distortion-10387>

ⁱⁱⁱ http://www.phaa.net.au/documents/int_health_asylum_seekers.pdf

^v <http://bjp.rcpsych.org/content/180/6/509.full>

Performance Standards for Stage 2 Media Studies

	Knowledge and Understanding	Research and Analysis	Producing	Communication
A	<p>Comprehensive and sustained knowledge and understanding of media structures, issues, concepts, and interactions.</p> <p>Perceptive knowledge and informed understanding of how audiences influence, and are influenced by, forms and content of media texts.</p> <p>Insightful and informed understanding of facts, opinions, and bias in media texts or products.</p>	<p>Thorough and well-informed research into and analysis of different points of view, bias, values, or intent across a range of media texts and in the media investigation.</p> <p>Comprehensive research into and analysis of the ways in which groups and individuals are represented in media.</p> <p>Perceptive analysis of interactions with media.</p>	<p>Comprehensive design and planning of media products for selected audiences.</p> <p>Highly proficient use of appropriate production techniques and technologies, and media conventions.</p>	<p>Comprehensive reproduction of the structural and conventional features of media texts, to clearly and consistently convey meaning.</p> <p>Fluent expression, using consistently clear and appropriate media terminology.</p>
B	<p>Well-considered and mostly sustained knowledge and understanding of media structures, issues, concepts, and interactions.</p> <p>Well-considered knowledge and informed understanding of how audiences influence, and are influenced by, forms and content of media texts.</p> <p>Well-considered and informed understanding of facts, opinions, and bias in media texts or products.</p>	<p>Well-informed research into and analysis of different points of view, bias, values, or intent across a range of media texts and in the media investigation.</p> <p>Well-considered research into and informed analysis of the ways in which groups and individuals are represented in media.</p> <p>Well-considered analysis of interactions with media.</p>	<p>Thorough design and planning of media products for selected audiences.</p> <p>Proficient use of appropriate production techniques and technologies, and media conventions.</p>	<p>Sound reproduction of the structural and conventional features of media texts, to clearly convey meaning.</p> <p>Mostly fluent expression, using clear and appropriate media terminology.</p>
C	<p>Considered knowledge and understanding of media structures, issues, concepts, and interactions.</p> <p>Considered knowledge and informed understanding of how audiences influence, and are influenced by, forms and content of media texts.</p> <p>Considered and informed understanding of facts, opinions, and bias in media texts or products.</p>	<p>Considered and informed research into and analysis of different points of view, bias, values, or intent across a range of media texts and in the media investigation.</p> <p>Considered and informed research into and analysis of the ways in which groups and individuals are represented in media.</p> <p>Considered analysis of interactions with media.</p>	<p>Considered design and planning of media products for selected audiences.</p> <p>Competent use of appropriate production techniques and technologies, and media conventions.</p>	<p>Competent reproduction of the structural and conventional features of media texts, to convey meaning.</p> <p>Generally fluent expression, using appropriate media terminology.</p>
D	<p>Partial knowledge and basic awareness of media structures, issues, concepts, and interactions.</p> <p>Basic awareness and some understanding of how audiences influence, and are influenced by, forms and content of media texts.</p> <p>Recognition and some understanding of facts, opinions, and bias in media texts or products.</p>	<p>Basic consideration and recognition of different points of view, bias, values, or intent in one or more media texts and in the investigation.</p> <p>Identification of some of the ways in which groups or individuals are represented in media.</p> <p>Description of one or more interactions with media.</p>	<p>Partial design and some planning of media products for a selected audience.</p> <p>Basic use of some simple and appropriate production techniques and technologies, and some basic media conventions.</p>	<p>Some reproduction of the structural and conventional features of one or more media texts, to convey basic meaning.</p> <p>Occasionally clear expression and use of basic media terminology.</p>
E	<p>Limited awareness of media structures, issues, concepts, or interactions.</p> <p>Limited awareness of how audiences influence, and are influenced by, forms and content of media texts.</p> <p>Limited recognition of facts, opinions, or bias in a media text or product.</p>	<p>Attempted description of a point of view, bias, value, or intent in a media text, and/or the investigation.</p> <p>Attempted recognition of one way in which a group or individual is represented in media.</p> <p>Attempted description of an interaction with media.</p>	<p>Attempted design or planning of media products.</p> <p>Attempted use of a production technique or technology, and one or more basic media conventions, which may be appropriate.</p>	<p>Attempted reproduction of the structural and conventional features of one media text.</p> <p>Limited expression or use of basic media terminology.</p>