Chapter II

Review of literature
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REVIEW OF LITERATURE

Review of literature is an essential step in the development of a research project. It enables the researcher to develop insight to the study and plan the methodology. Farther, it provides the basis for future investigation, justifying the need for replication. Throws light on the feasibility of the study, and indicates constrains of data collection. It helps to relate the findings from one study to another with a view to establish a comprehensive body of scientific knowledge in professional disciplines from which valid and pertinent theories may be developed.

And Polit & Hungler (1999) have defined review of literature as fallow: Review of published and unpublished research and non-research literature is an integral component of any scientific research. It involves a systematic identification, location, scrutiny and summary of return material that contain information regarding a research problem. It gives an insight necessary for the development of a broad conceptual context into which a problem fits.

Communication and Cultural Studies has been a leader and innovator in literary, media, performance and cultural studies for more than 25 years.
This literature review investigates the relationship between television and preservation of culture.

The aim of the review is to summarize international research pertaining to television and preservation and ….. identify the effects of television. The research literature was analyzed in the three headings listed below with their main findings.

This reviewed literature for the present study is organized depending on culture, television and its different aspects of effect on culture.

So let us begin from the beginning. How do the televisions affect the viewer’s perceptions of the real world? The basic assumption underlying the cultivation, or enculturation, approach is that repeated exposures to consistent television portrayals and themes influence our perceptions of these items in the direction of the televisions portrayals. In effect, learning from the televisions environment is generalized, sometimes incorrectly, to the social environment.

The effect of TV is the most studied of the issues in this section. Over a thousand academic studies have been completed, with remarkably consistent results.

The effect by the televisions can be traced back to Walter Lippmann (1922), who suggested that the televisions were responsible for the “picture in our heads.” Forty years later, Cohen (1963) further articulated the idea when he argued that the televisions may not always be successful in telling people what to think, but they are usually successful in telling them what to think about. Long and Long (1966, P. 468) reinforced this notion by observing, “The mass media force attention to certain issues …
They are constantly presenting objects, suggesting what individuals in the mass should think about, know about, have feelings about.”

Concern over the social impact of the mass media was evident as far back as the 1920s, when many critics charged that motion pictures had a negative influence on children. In 1928 the Motion Picture Research Council, with support from the Payne Fund, a private philanthropic organization, sponsored a series of 13 studies on the movies’ influence on children. After examination of film content, information gain, attitude change, and influence on behavior, it was concluded that the movies were potent sources of information, attitudes and behavior for children, which can change the children’s culture learning.

**Name of the book:** Cultural Studies, Media Spectacle,

**Interactions:**

**Author:** Richard Hoggett

**Publisher:** UCLA Journal of Education and Information Studies

**Time and place of publication:** Vol. 2, Issue 1, Article 6. 2004

Well Richard Hoggett was the first person I think out of the kind of literary culture of Britain to think seriously about the popular media of the day that were coming through in the postwar period in the UK and in America. And to take them seriously, without necessarily belittling their apparent effects on the behavior of adolescent boys and so on. So he took a popular media to be a part of culture, and that was the first in the 1950s. The other thing that's interesting about him is that Richard Hoggett is
quite a tolerant and expansive kind of person, and that is analyzing media to see how ideological they are and what kind of atrocities they're perpetrating upon citizens. So Richard Hoggett had a much more tolerant, not uncritical but certainly a much more tolerant approach to the media. His whole analytical position was to try and take it seriously, see what it was doing, give credit where it was due, and to make the popular media part of culture.

This book is read by researcher consider to the cultural conflicts and how ideology can affect the media's tolerance.

**Name of the book:** Television and the Australian Adolescent

**Author:** Campbell, W.J.

**Publisher:** A & R

**Time and place of publication:** 1962

Television was to an extent seen as a contributing force. W.J. Campbell's study TV and the Australian Adolescent of 1962 decided that TV caused 'family members to go along parallel, rather than truly "interactive" lines' (Campbell 1962). Two major crime shows on Sydney TV at the time, Perry Mason and 77 Sunset Strip, were of interest to Campbell in replacing parents and 'self' as ~ego-ideals' (his words) with isolated singular 'glamour adults' such as detectives or lawyers, as roles for youth identification.

To understand the change of society's behavior this book was studied and was useable.
Name of the book: The effects of mass communication
Author: Klapper's viewpoint, Klapper, J.
Publisher: Glencoe, IL: Free Press.
Time and place of publication: 1960

In 1960 Joseph Klapper summarized that was then known about the social impact of mass communication. In contrast to many researchers, Klapper downplayed the potential harmful effects of televisions.

Klapper's viewpoint, which became known as the minimal effects position, was influential in the development of a theory of media effects.

According to Halloran, there are social scientists that are concerned with empirical studies of televisions effects. As Halloran sees it, such people simply don't provide the empirical evidence to support the generalizations they make about mass culture.

How the media affects the people and vise verse was the reason to study of this book.

Name of the book: Free Expression Policy Project
Author: Marjorie H.
Publisher: Thomson press
Time and place of publication: Paris, 2002

1964 was a long time ago and there have been considerable shifts on either side of the debate since then. The below statements, will give you a broad outline of various aspects of the cultural effects approach
In November 1996, Dr Adam Graycar, Director of the Australian Institute of Criminology chaired an Australian Senate Select Committee hearing on the Portrayal of Violence in the Electronic Media. He informed attendees that:

"For over 50 years there has been a lot of research examining the relationship between violence in the entertainment media and acts of violence or aggression. You all have before you a very short paper entitled, The Portrayal of Violence in the Media, which we have put However, even Australia's former (1988-97) Chief Censor, John Dickie, apparently does not advocate that media can be a solution. According to the Brisbane Courier Mail, 15 Aug 1996, Mr Dickie:

"...said as far as he was aware there was no evidence to suggest any causal relationship between the depiction of violence on the screen and the tragic events which occurred in society. He said singling out media, including film, television, computer games, and videos but in particular the electronic media, to the extent of ignoring the rest of the factors into the causes of crime, was grabbing for a simple solution to a very complex problem."", Marjorie Heins, Free Expression Policy Project, 19 June 2002

In this book, the writer focused on the violence in TV and how it can affect the society and create conflicts among member of any community.

Name of the book: Understanding Media: The Extensions of Man
Author: Marshall McCluhan
Publisher: Cambridge: The MIT Press
Time and place of publication: 1994, p.61
In 1967, the Canadian media theorist, Marshall Mccluhan, coined the expression 'the medium is the message'. Mccluhan argued that the electronic media, especially television, was reconstituting an oral tradition, bringing our full senses back into play.

And it is that which makes the medium cool, that is the information level is very low. The physical effects are addictive, they have the character of a drug, and they have the character of somnambulism. The TV viewer is on an inner trip at all times.

, Mccluhan pointed the way to an entirely new way of thinking about TV. He was the first person to think that the prospects for cross-demographic communication among strangers were enhanced, rather than damaged by television. TV can be good for you.

The early 1970s saw extensive research on the social effects of the televisions.

The role of TV during last 50 years has been the main subject in this book which is related to objects of this study.

Name of the book: Survey study in America
Author: Brandon Centerwall
Publisher: Journal of the American Medial Association
Time and place of publication: 99 (4), 350–350

A study by Brandon Centerwall, published in the Journal of the American Medial Association compared the increase in murder rates in the United States and Canada following the introduction of television.
From 1945 until 1970 the murder rates in both countries rose dramatically, at almost an identical rate, as television ownership increased at identical rates. Couple this with the fact that the American Medical Association and a host of other similarly respected groups have linked screen violence to actual societal violence, and many critics see a clearly emerging culprit.

This book was studied because it was related to role of TV on the member of society where the people are passive. It is considered to objective and hypothesis of this study.

http://www.aber.ac.uk/media/Modules/TF33120/katzlieb.html

In one study done at Pennsylvania State University in 1972, about 100 preschool children were observed both before and after watching television; some watched cartoons that had a lot of aggressive and violent acts in them, and others watched shows that didn't have any kind of violence. The researchers noticed real differences between the kids who watched the violent shows and those who watched nonviolent ones. "Children who watch the violent shows, even 'just funny' cartoons, were more likely to hit out at their playmates, argue, disobey class rules, leave tasks unfinished, and were less willing to wait for things than those who watched the nonviolent programs," says Aletha Huston-Stein, Ph.D., now at the University of Kansas.

This study could help the researcher to understand more affect of TV on the children and finally make a new behavior in the society.
Mander (In 1977) built himself a conventional, but highly successful, career in advertising. Then things began to change for him. In the late 1960s, in San Francisco, he began to be called upon as a media advisor by protest groups. The response of the conventional clients, and his own perception of the results of these efforts, led Mander to leave advertising and begin his investigation into the effects of television.

Mander's four arguments against television are:

1. that television reinforces the trend towards living in an artificial environment, cut off from direct knowledge of the world and susceptible to the implantation of arbitrary realities;

2. that television is technologically and economically suited to domination by corporate giants;

3. that television produces neurophysiologic effects which are probably unhealthy and which condition people to accept autocratic control;

4. That television technology is inherently more able to convey some types of information than others - and it is at its most effective when transmitting simplified linear messages, especially advertising.

Mander says that 'television, for the most part, cannot possibly yield to reform'. Hence, he argues that television should be eliminated. This may sound strange and unreal. But, as Mander concludes his book, we
must 'purge from our minds the ideas that just because television exists, we cannot get rid of it'. Mander describes why television should be eliminated, but not how this might be accomplished.

The role of TV in culture had been mainstream subject of this book which is concern to this project.

**Name of the book:** Television: technology and cultural form

**Author:** Raymond Williams

**Publisher:** New York: Schocken

**Time and place of publication:** 1975, 24

In his landmark study, Television: technology and cultural form, Raymond Williams argued that the term "mass communications" is misleading in its application to the broadcast media of radio and television insofar as the public reception of the new media was actually primarily based in private individual homes.

Relationship between TV, culture and technology is one of objective of this study which is taken up in this book.

**Name of the book:** The 'Nationwide' Audience,

**Author:** Morley, D.

**Publisher:** B.F.I. Television Monograph, 11, B.F.I. London

**Time and place of publication:** 1980
Mass Media audiences are most often discussed as the destination, the receiver, in a sender-message-receiver system of mass communication in society. This location of audiences seems to hold whether the particular problematic is thought to be the effects of the media, the uses to which media messages are put by media audiences, or the way audiences create meaning from texts (cf. Morley 1980: 9). As receivers, the audience has been thought of as the masses, the general public, marketing targets, commodities, or individuals differing in significant characteristics (e.g., age, sex, ethnic origin, self-esteem). None of these ways of thinking about media audiences actually locates them in the contexts of their relations to the means of cultural production, to the "mass media". In other words I am arguing for a structuralist theorisation of mass media audiences which are capable of exploring the interaction of people with the means of mass cultural production in modern society. The following is, then, a tentative exploration of some of the possibilities of such a theorisation. As such it, inevitably, exhibits certain arbitrariness in the identification of the structuring elements.

The role of mass media on culture and also its role to change the people's moral, behaviour and idea were brought up in this book. All subjects that had brought up in this book were relat3d to this study.

**Name of the book:** Media and values

**Author:** Real M. Parker, R. A. & Sharder, A.

**Publisher:** Journal of Broadcasting and Electronic Media

**Time and place of publication:** 1998
In the book, "Media & values" researchers have tried to capture the actual dynamics and role of televisions in culture and society, but do we really understand this relationship? Televisions introduce and illustrate the newly emerging cultural studies approach to understanding the media in society. Drawing from humanities and the social sciences, cultural studies centers its analysis in text, meaning, representation, interpretation, conflict, ideology, hegemony, and culture.

In his analysis, Michael Real (1982) first provides a critical review of previous traditions of media research and theory--illustrated with tables and comparative charts--and then reintegrates media study around cultural studies. He then presents extensive case studies that illustrate the concepts and theories of the cultural studies approach. Included are the most widely available expressions of culture in history: the Olympics, superpower politics, Oscar-winning films, prime time television, and other transnational cases. Original in perspective, Super Media examines top research in media communication and provides a synthesis between research and the media experiences that affect people's everyday cultural lives. The result is a provocative volume that will provide useful insights to professionals and advanced students in all areas of communication and popular culture. "In many overviews of the field, this book provides the student and mere tourist alike a standard guide to familiar sights assumed to embody enduring lessons about our mass-mediated world, particularly televisions. Michael Real, (1982), Introduction to media studies, Book center, London

58
Contemporary media studies, however, comprise a sprawling network of alternative routes that offer access to more intriguing, dynamic sites of cultural production. In Super Media, Michael Real charts some of these alternative perspectives, broadly related as critical culture studies, in terms that can be understood by the initiate. Further, he attempts to synthesize 'the best' of behavioral and critical media research toward a new reference guide." (Communication Quarterly, Journal of Communication) "Super Media (television) is the smartest and most accessible volume available that introduces the fundamental theoretical and methodological positions and practices in cultural studies. It challenges the viewer to think through the very issues that cultural studies research and theorizing promotes. Michael Real's touch has produced a very readable text about super media (as television) and its affect on culture. He believes that Super Media helps signal the relevance of cultural studies for communication studies in America." (Journal of International and Intercultural Relations) "The book aims to simplify several aspects of critical theory into easily accessible concepts which can be applied to cultural phenomena by the general media consumer. The book succeeds in its goal of raising the viewer's awareness of the ways the media pervade our daily existence." (Journal of Broadcasting and Electronic Media) "This is a serious attempt to make cultural studies' insights accessible to U.S. students. Many teachers should find it helpful and stimulating. It will challenge students and teachers to grasp the tools of cultural studies and apply them to super media." (Journal of Communication) Has much to recommend it.
Journalism Quarterly "Michael R. Real's Super Media is an important book at an important time ... Many who know of Real's work realize that he has been perhaps the key player in the emergence of the cultural studies tradition in American media research ... perceptive and engaging . . . a telling analysis . . . Michael Real's Super Media offers complex and important understandings of the working of media on us. His arguments are convincing . . . McLuhan placed us in a new media world.

Super Media is the most comprehensive of all popular culture volumes with textbook potential. It generously embraces both the American and European cultural studies traditions, ranging from American studies of icons, genres, myths, and ritual to European concerns with discourse systems and ideology. Diverse schools and concepts are tellingly introduced by Real, and then interwoven to advance the field's common inquiry: into the organization and reorganization of meaning . . . Besides comprehensive range, Super Media has textbook potential because it also provides and illustrates methodological approaches: empirical, structuralist, critical, and ritual analysis . . . In many ways, and perhaps most importantly though, the book makes a tacit statement about the nature of a cultural studies approach . . . it integrates explication of theory, methodology, and topic discussion throughout . . . the thoughtful organization of this book thus says much about the organization of meaning, society, culture, and, of course, cultural study itself." (Dennis Corrigan, Popcom Newsletter)

Each society has its own values. The value in one community can be unvalued in the other. In the world of new age in which immigration is a
everyday's subject and multicultural can make conflicts, a researcher must study this book to realize more about media and its role on society's value.

Name of the book: Canada's centennial year, United States mass media influence probed

Author: Beattie, Earl
Publisher: Journalism Quarterly, 44.
Time and place of publication: 1967

Name of the book: American media and attitudes regarding government in a Canadian border community.

Author: Baer, Douglas & Winter, James.
Publisher: Canadian Journal of Communication
Time and place of publication: 1983


Author: Barnett, George A., & McPhail, Thomas L
Publisher: International Journal of Intercultural Relations
Time and place of publication: 1980

Name of the book: Mass media, interpersonal and social background influences in two Canadian and American settings

Author: Payne, David E., & Caron, Andre H
In an early study of U.S. media effects, Beattie (1967) surveyed first-year students at 11 Canadian universities and found students scored higher on knowledge of American persons and events than on knowledge of Canadian public affairs. Sparkes (1977) found no difference in social-political attitudes held by Canadians irrespective of whether they solely watched U.S. or Canadian television programs. Social background and interpersonal behaviour were stronger predictors of attitude and information acquisition than media exposure, according to research by Payne & Caron (1983).

In one of the stronger findings of effects, Barnett & McPhail (1980) found that the more Canadians watched American television, the less Canadian they feel. Baer & Winter (1983) found that viewership of American television news leads to Anti-Canadian government attitudes by Canadians, but the viewing of Canadian television news does not have the same effect.

All this books discussed about how the TV can affect the viewer and how audiences can affect the content of TV if they be active.
Name of the book: The influence of violence in the mass media upon children’s role expectations

Author: Wurtzel & Lometti

Publisher: Child Development

Time and place of publication: USA. 1998

Name of the book: The relative contribution of television as a learning source for children’s occupational knowledge

Author: DeFleur, M., & DeFleur, L

Publisher: American Sociological Review

Time and place of publication: USA, 1967

As was the case with agenda-setting research, investigators in the academic sector have conducted most of the enculturation research (Wurtzel & Lometti 1984), but they seldom conduct it or sponsor it themselves.

Some early research studies indicated that televisions portrayals of certain topics could have an impact on viewers’ perceptions, particularly if the televisions were the main information sources. Siegel (1958) found that hearing a radio program about the character could influence children’s role expectations about a taxi driver. DeFleur & DeFleur (1967) found that television had a homogenizing effect on children’s perceptions of occupations commonly shown on television.

These books discussed about Role of TV to change the values in the society and push the audiences toward violence and change of behaviors.
Trash on television is based on defiance of established traditions of television and cinematic realism. By insisting on its excesses in both production and content values, a trashy programme is positioned in resistance to patriarchal cultural dominance. The very naming of popular art forms like soap operas as trash' testifies to their cultural power while illustrating the complex linguistic and social manoeuvres required to mask that power, particularly in a patriarchal culture which shapes both desire and its representations. The structure and politics of desire in cinematic discourse has been a major concern of feminist film criticism, particularly as it relates to the assumed power of the text to construct its subject - the spectator, audience, or reader. Television criticism, particularly that which looks at daytime programmes like the soaps, has begun to look at how audiences use television to create meanings for them and how audi-
ences generate their own cultural capital from programmes actually designed to create potential consumers for advertiser's products (Hobson, 1982; Brunsdon, 1984; Ang 1985).

Media can play both positive and negative role in any society. These books discussed the role of TV and its power to turn people's idea and behaviour.

Name of the book: Television and enculturation, broadcasting research methods

Author: Gross, L., & Morgan, M

Publisher:

Time and place of publication: Boston: Allyn & Bacon, 1985

The more recent research on viewer perceptions of social reality stems from the Cultural Indicators project of George Gerbner and his associates. Since 1968, they have collected data on the content of television and have analyzed the impact of heavy exposure on the audience. Some of the many variables that have been content analyzed are the demographic portraits of perpetrators and victims of television violence, the prevalence of violent acts, the types of violence portrayed, and the contexts of violence. (Gross & Morgan, 1985).

In this book the methodology of TV research is discussed and could help the researcher to understand the history of TV affect.
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In this book the writer discussed how culture can affect the content of TV programs which is related to this study’s objective.

Name of the book: 'Patterns of Involvement in Television Fiction: A Comparative Analysis'

Author: Katz, Elihu & Tamar Liebes

Publisher: European Journal of Communication 1(2): 151-71; extract in Boyd-Barrett & Newbold

Time and place of publication: 1995, pp. 531-5
Katz and Liebes have conducted research into cultural differences in the interpretation of American television drama - most notably the US prime-time melodramatic soap opera, Dallas, which was broadcast in many countries. The participants were from similar age-groups and educational backgrounds - all were lower middle-class with high school education or less (though Liebes notes that more of the Russians and the Arabs tended to have had some higher education - 1998: 290).

In their main studies there were ten groups each of:

Israeli Arabs;

recent Jewish immigrants to Israel from Russia;

first- and second-generation Jewish immigrants from Morocco (sometimes referred to as 'veteran Moroccan Jews');

Israeli kibbutz members, mostly second-generation; and

Matched second-generation Americans in Los Angeles.

Another study (Liebes & Katz 1989) also included Japanese groups (the program had lasted only a few months in Japan).

The researchers found that the various ethnic groups differed in their 'critical distance' from the program.

In this or disadvantage book cultural diversity is discussed and told that diversity can be both advantage for any community. All its content was related to many of objective to this study.

**Name of the book:** Mapping the Global Condition: globalization as the central Concept.

**Author:** Robertson
A recent study (L, W & R 1990) concluded that films promote violence among children by 1) justifying violence and 2) providing violent role models. Given a justification, children who identify with a violent character are likely to become violent.

In this context, the results of our study are particularly disturbing. Good guys were responsible for more than 2/3 of the violent solutions employed. Bad guys were responsible for less than 1/6 of the violent resolutions; neutral or ambivalent characters did the rest. In other words, good guys were well over four times as likely to commit violence as bad guys.

Given the choice between violence and the avoidance of violence, good guys were more than 3 times as likely to employ violence, with approximately 3/4 of their chosen resolution strategies being violent while only about 1/4 employed non-violence. Bad guys, by comparison, were more likely to employ non-violence then good guys, choosing the non-violent route at almost 1/2 of the opportunities. Overall, the bad guys were only about 50% more likely to choose violence over non-violence.

Globalization and its role to change the culture is the main subject in this book. Therefore this book is studied by researcher to find out how the new worldwide case can influence the change of culture.

Name of the book: Communication and Tradition,

Author: Eric Michaels, Edited by Tom O'Regan
To date, none of the other sources of media have cannibalized the
time spent in watching television to a significant degree. This emphasizes
the important role that television currently continues to play in the lives
of British Norwegian viewers, but it is not certain that this role will
continue.

Eric Michaels provided an extended discussion of the relationship
between on the one hand culture and media technologies; and on the
other hand between culture and texts created by working with these
technologies. As such he understood these technologies as inherently
cultural forms. Thus the 'same' physical technology could take on
identifiably different cultural forms. That is the same visual image could
have different meanings, be circulated in different ways, be viewed under
different conditions - in short be a different 'text'.

To understand the role of communication on culture, researcher read
this book to argue the role of communication in society.

**Name of the book:** Television and the American Family

**Author:** Bryant, J.

**Publisher:** Hillsdale, NJ: Lawrence Erlbaum Associates

**Time and place of publication:** 1990
Some inventions cause little change, usually for the better, occasionally for the worse—gunpowder comes to mind. But some inventions change culture and society in profound and unpredictable ways, unknowable except in hindsight.

Many explanations are given; they generally relate to the rapid changes of recent years.

Standardized test scores have declined steadily for the last twenty years, and there is no improvement in sight.

Suicides and homicides are on the increase. Many children show signs of physical disorder, mental distress. Can television be said to be in any way responsible for these conditions?

To understand the role that television plays in the lives of American children, it is important to begin with a broad overview of children's needs.

This book argued the American families and TV. Researcher studied this book to compare the result of this study and other that took place in Norway.

**Name of the book:** Television and human behavior

**Author:** Comstock, G., & Paik, H

**Publisher:** Colombia University Press

**Time and place of publication:** NY. 1991

A study shows that most Asian respondents believe that their cultural values are positively influenced by exposure to the US media, while most
European respondents think that their cultural values are negatively influenced. Findings also indicate that European respondents tend to believe that the US media influence the cultural values of others more than their own, while Asian respondents generally think that the US media affect their own cultural values more than those of others.

The main case in this study is the role of TV on culture. So this book that talked about human behavior and TV could be useful to catch more information.

Name of the book: The Role of Television in American Society

Author: Task Force

Publisher: American Psychological Association

Time and place of publication: 1992

In 1992, the American Psychological Association's Task Force on Television and Society published a report that confirms the link between TV violence and aggression view. The report, entitled Big World, Small Screen: The Role of Television in American Society, shows that the harmful effects of TV violence do exist.

Name of the book: Imaginary spaces: the "place" of television in everyday consciousness

Author: Larsen, Peter,

Publisher: Sao Paolo

Time and place of publication: 1992
International Association for Mass Communication Research, General Assembly and Scientific Conference. 18, examines the way in which we orient ourselves as viewers vis-à-vis the TV medium. The point of departure is the formulas of everyday language. Using Michele de Certeau's distinctions "place/space" and "map/route" as basic analytical categories, the paper shows that such phrases indirectly indicate the existence of a characteristic spatial conceptualization of TV institutions etc. Finally, the findings are compared with and discussed in relation to other recent descriptions of viewers' experience of watching TV.

http://www.vifamily.ca/library/cft/media.html

To date, more than 3000 studies have been done on the effects of television violence on children. After reviewing hundreds of these studies, the CRTC, the American Psychological Association and the American Medical Association have concluded that media violence does have an impact on young people.

In 1995, Dr. Wendy Joseph son was asked by the Department of Canadian Heritage to review the major studies, in order to categorize the effects of television violence on children of different ages. The study is an analysis of literature on the television content children watch, the context in which they watch it and the meaning they derive from it.

Name of the book: Morphology of a Folk Tale.
Author: Marie Winn

Publisher: Austin: University of Texas Press

Time and place of publication: 1996

Television's Positive Effects on Society Nichole Van Sickle Richard Zlogar Fr. Eng. Comp. 101-18 31 October 1996 According to Marie Winn and her essay "The Plug-In Drug, television has various negative effects on our society today. In her essay Winn explores the ways in which television has harmfully caused disruptions with the quality of family life, rituals, and values. She recognizes there is a problem with our society and the way in which it is consistently influenced by television.

He added that, I am able to agree with Winn on this point, but I do not feel that the totality of the influence is negative. Television today has a lot of positive effects and influences on our society and our American culture. Television gives us helpful information, various forms of education, and entertainment which are all a part of the positive effects that television has on our society. On a day-to-day basis, the television keeps us informed with plenty of helpful information.

Name of the book: The role of TV globe international for Brazilian immigrants in South Florida and Toronto

Author: Renata Johnson, Dr. Bonnie Brenne, Thesis Supervisor

Publisher: "Household Facilities and Equipment", Statistics Canada

Time and place of publication: 1997
TV is the hub of American popular culture; Americans watch an average of four hours of television every day, and 98 percent of U.S. households have televisions - an average of 2.2 per household. No other medium reaches more people more often, and no medium fits so snugly within the social structures we've established. Television could serve as a unifying force in our disconnected society, a means for us to speak to one another and comment on our world.

**Name of the book:** Consuming Technologies: Media and Information in Domestic Spaces, 1998: Third Annual National Survey of Parents and Children

**Author:** Roger Silverstone and Eric Hirsh

**Publisher:** , Annenberg Policy Center

**Time and place of publication:** June 22, 1998

In their book Consuming Technologies: Media and Information in Domestic Spaces, Roger Silverstone and Eric Hirsh highlighted the work of British communications researchers studying how new information technologies were incorporated into the rhythm of life in the home. Their research focused on television and interactive information retrieval technologies. They discovered that families negotiate and transform the meaning of technologies such as TB, according to "family culture", i.e., the complex of values and interests characteristic of different kinds of households.

**Name of the book:** TV Living: Television, Culture and Everyday Life

**Author:** Hartley
Hartley (1999) published 'Uses of Television', an acclaimed study on the history and meaning of TV. His starting point was a book written 40 years earlier, 'The Uses of Literacy' by the British academic, Richard Hoggett. Hoggett had turned the usual academic approach to popular media on its head, by looking at the consumption of information rather than its production.

We see that television may be the most popular leisure activity, but everyday life is more powerful than the media. This clear and engaging book, based on the kind of substantial qualitative data set which cultural studies frequently calls for but rarely has access to, presents an exciting, literate and thoughtful picture of the complex and fascinating relationship between mass media and people's lives today.

**Name of the book:** Television and the Family Ideal in Postwar America  
**Author:** Lynne Spiegel  
**Publisher:** Journal of cultural affects, University of New Yourk, Issue, 125  
**Time and place of publication:** summer 1994

TV's role in teaching family deportment reinforces the domestic significance of the medium.
This aspect of TV has been extensively studied by the American researcher, Lynne Spiegel, Professor of Film and Television Studies at the University of Southern California.

Lynne Spiegel believes television is a quintessentially suburban phenomenon, though some people might argue with me. Obviously people in urban areas watch TV, but its development was so completely intertwined by suburbia that by the first suburban, mass-produced communities called Levittown in the States offered you a home with a built-in television set, that's how close the relationship is.

**Name of the book:** Barns mote med TV, PhD. Project

**Author:** Tønessen, Elise

**Publisher:** Universitetsforlaget Oslo

**Time and place of publication:** 21 December 2000

This book is based on the author's doctoral thesis from 1999. Main research questions are: How do children understand what they see on TV? Do they create some kind of continuity in the fragmented discourse of modern television? Do they catch metaphorical meaning? How do they interpret the relationship between television text and reality? A theoretical discussion lays the foundations for analyzing television texts within a commercialized media culture, and for analyzing young children's responses to these texts. The theoretical insights are applied on a case study of the reception of the Norwegian version of Sesame Street by 4 and 6 year olds in Norway. Focus is on basic questions as to how
meaning is established in the meeting between new textual structures and a developing young audience.

**Name of the book:** A Short History of Cultural Studies

**Author:** John Hartley

**Publisher:** London: Sage Publications

**Time and place of publication:** 2002

John Hartley in an interview, which is published in a book have said: My position on television is that because it plays such a central role in the domestic setting, because it's seen by so many people, because it crosses so many demographic boundaries, it allows people to speak to each other who wouldn't otherwise ever meet or know each other's existence. In other words, because of its pervasiveness in everyday life in contemporary societies which are otherwise very fragmented and hierarchical, television allows people to gather together symbolically, and to share things that are of importance and interest to them. So what Hoggett's methodology allows us to do is to think about television as what I call a population gathering medium, and as a form of cross-demographic communication rather than as a kind of behavioural stimulus.

There is in fact a transparency of the very basic TV formats that crosses national boundaries, and does not, in my opinion, although of course this is argued fiercely, does not threaten national cultures but is assimilated into national cultures.
John Hartley thinks that television is still evolving historically, and as it evolves the kind of information that it is particularly good at will become appreciated for what it is. But I would resist very strongly the idea that one is intrinsically more truthful or more imaginative than the other. The plain fact is that the visual media are more what I would call semantically rich; in other words, they have more information in them, as a medium, television can be used for more or less any purpose that people want, and is beginning to be specialized and beginning to find ways of being used as a true kind of archival source of information just as print has before it.

Name of the book: "Sweeping condemnations of television ignore the obvious fact that television contains an enormous variety of forms and content,"

Author: Aletha C. Huston

Publisher: Journal of culture and television’s affects,

Time and place of publication: University of Texas at Austin

http://hbns.org/newsrelease/television9-21-01.cfm

Television is so commonly criticized as being bad for children that an important fact sometimes gets overlooked: some types of television viewing may actually enhance children's intellectual development, according to a study.

"Sweeping condemnations of television ignore the obvious fact that television contains an enormous variety of forms and content," says lead study author Aletha C. Huston, Ph.D., of the Department of Human
Ecology at the University of Texas at Austin. "The findings of this study provide strong support for the notion that the effects of television viewing depend on program content and genre."

In the study published in the September/October issue of Child Development, Huston and colleagues analyzed the television-viewing habits of nearly 200 children aged 2 to 7 over a three-year period. The children, all from low- to moderate-income families, were also given periodic tests of their reading, math, vocabulary and school-readiness skills.

The researchers focused on low- to moderate-income families for several reasons: these families have been underrepresented in previous research, they tend to watch TV frequently, and many educational programs are targeted at them.

"Good educational programs can provide lasting benefits to children at many ages, but it may be especially important to provide such fare for very young children because they are less likely than older children to be exposed to formal preschool instruction, and because stable habits of viewing may be formed in the first few years of life," Huston says.

More research is needed on how television may affect intellectual development, say the researchers, who offered several suggestions. TV watching may reduce the time children have to spend engaging verbally and socially with others. Also, while educational TV challenges children with age-specific techniques designed to enhance learning, general-audience programs they can't quite follow may have the opposite effect. "A child with prolonged exposure to such content may have few
experiences of engaging successfully with the material and solving problems," Huston says.

Who decide the content of TV program is discussed in this book. Content analysis was one of this study’s methodologies. So concern to this case, researcher studied this book.

**Name of the book:** The Age of Missing Information  
**Author:** McKibben, B.  
**Publisher:** Nielson  
**Time and place of publication:** Boston 2001  
**http://education.nyu.edu/crce/de/media.htm**

Bill McKibben, in his book “The Age of Missing Information”, explores the impact of televisions on modern cultures both in America and around the world. He goes on in the book to make several very important observations about how the televisions have fundamentally changed our culture and lifestyle, from the local to the global level. Locally, McKibben argues, television has a detrimental effect on communities.

People around the world are surrounded by popular media and communication technologies that play critical roles in their learning and development, cultural behavior and increasingly, in their academic engagement and performance.

Whether and how cultural differences in people’s experiences with televisions and communication technology affect academic engagement and performance remains unclear. 001
How TV informs its audiences is the one of large subjects which were argued in this book. One of objectives of this study considered to this subject.

**Name of the book:** 'Writing About Soap Opera,' In Masterman, L., (ed), Television Mythologies

**Author:** Brunsdon, C.,

**Publisher:** London: Comedia.

**Time and place of publication:** 1984

**Name of the book:** The Drama of a Soap Opera

**Author:** Hobson, D

**Publisher:** 'Crossroads', London: Lethuen

**Time and place of publication:** 1982

Marxist critics whose 'critical' perspective derives from the work of Karl Marx and from the Frankfurt School. Their main concern is with the way that the televisions are used to spread and legitimate the dominant ideology. Professor Halloran who himself works within the *empiricist* tradition expresses the difference between his approach and the 'cultural effects' approach this way:

Trash on television is based on defiance of established traditions of television and cinematic realism. By insisting on its excesses in both production and content values, a trashy programme is positioned in resistance to patriarchal cultural dominance. The very
naming of popular art forms like soap operas as trash' testifies to their cultural power while illustrating the complex linguistic and social manoeuvres required to mask that power, particularly in a patriarchal culture which shapes both desire and its representations. The structure and politics of desire in cinematic discourse has been a major concern of feminist film criticism, particularly as it relates to the assumed power of the text to construct its subject - the spectator, audience, or reader. Television criticism, particularly that which looks at daytime programmes like the soaps, has begun to look at how audiences use television to create meanings for them and how audiences generate their own cultural capital from programmes actually designed to create potential consumers for advertiser's products (Hobson, 1982; Brunsdon, 1984; Ang, 1985).

The role of entertainment programs to change of everyday life of its audiences is argued in this book. The role of TV as whole was the aim of this study. Therefore reading of this book was necessary.

**Name of the book:** Media Violence and Its Effect on Aggression  
**Author:** Jonathan Freedman  
**Publisher:**  
**Time and place of publication:**  
"... [Jonathan Freedman's] new book, Media Violence and Its Effect on Aggression, surveys all of the empirical studies and experiments in this field, and finds that the majority do not support the hypothesis that violent content in TV and movies has a causal relationship to real violence in society. The book is required reading for anyone who wishes to understand this issue. After detailed analysis of the numbers that the researchers reported, Freedman summarizes: 37% of the experiments supported the hypothesis that media like televisions violence causes real-world violence or aggression; 22% had mixed results, and 41% did not support the hypothesis. After he factored out experiments using 'the most doubtful measures of aggression' (popping balloons and so forth), only 28% of the results were supportive, 16% were mixed, and 55% were non-supportive of the 'causal hypothesis'."

Name of the book: Journal of Public culture

Author: Baker, W.

Publisher: Public opinion

Time and place of publication: 2002

Wayne Baker (University of Michigan) provided a broad overview of conflict by examining cultural values (based on the World Values Survey) across within many different countries. On the basis of responses to a wide variety of questions about social and cultural values, Baker classifies cultures on two axes: survival / self-expression and traditional/secular-rational. The discussion that followed focused on the relative value of studying "elite" opinion (politicians, media, business
leaders) verses mass public opinion in an effort to understand cultural conflict. One person expressed the view that “public opinion” is “always moving, it is fluid, and generally difficult to measure.” A charismatic leader easily sways public opinion or by the media Myra Marx Ferree (University of Wisconsin) discussed her work examining television coverage of abortion politics in the United States and Germany since the 1970s. She finds that whereas the American televisions focused primarily on law enforcement (and therefore public protests) and appellate disputes, the German televisions are more concerned with legislation (and therefore the activities of political parties. Thus, televisions exposure (especially if it contains xenophobic commentary), fuels more violence.

Name of the book: Television Viewing and Aggressive Behavior During Adolescence and Adulthood

Author: Jeffrey G. Johnson,1* Patricia Cohen,1 Elizabeth M. Smailes, Stephanie Kasen,1 Judith S. Brook

Publisher: Television Violence Profile No. 16 ,Annenberg School for Communication, Philadelphia

Time and place of publication: 1994

In a paper on “Television Viewing and Aggressive Behavior during Adolescence and Adulthood,” to be published in Science on 29 March 2002, Jeffrey Johnson and others report a significant association between the level of television viewing and the likelihood of aggressive behavior.
An expert on the family and moral development comments on the implications of this research.

The role of Globe International, a transnational channel, for Brazilians is examined in South Florida and Toronto using the lens of cultural studies. Until the last century, immigrants were arguably forced to assimilate rapidly into the mainstream culture. However, in the globalization age, information from different parts of the world is transmitted instantly, which makes it easier for immigrants to maintain aspects of their culture.

To try to comprehend the channels' role among Brazilians in the assimilation into the new culture, over 40 in-depth interviews were conducted. Main topics are: reasons to subscribe to Globo International, gender and class differences in watching TV roles of Globo for subscribers, Brazilian identity, local identity, and acculturation attitudes.

Ultimately, responses in Toronto and Miami are compared.

If a community with strong identity helps immigrants into an upward assimilation combined with biculturalism, this study argues that Globe International plays a positive role in this process.

**Name of the book:** Study

**Author:** Professor Lars Willnat,

**Publisher:**

**Time and place of publication:** George Washington University, School of Media and Public, Washington DC
Olzak’s research certainly suggests that media coverage can have an independent effect, if not on policy, on public attitudes and actions (e.g., right wing violence). One participant suggested that there is a recursive process between events, media content and public opinion. To disentangle the effects of the media, it is important to have some independent measure of what is going on in the world.

**Name of the book:** Media and independent effect  
**Author:** Willnat, L.  
**Publisher:** Journal of media and public  
**Time and place of publication:** 2003

This study investigates how world perceive the strength of US televisions effects on their culture. Data for this study will be collected by asking 60 Communication & Journalism students about their view about televisions consumption, and about their perceptions of how exposure to the world media might influence themselves and others.

**Name of the book:** Long-term impact of television violence  
**Author:** Dr. L. Rowell Huesmann  
**Publisher:** Department of Psychology. University of Michigan Institute for Social Research  
**Time and place of publication:** 2003
Dr. L. Rowell Huesmann has just published a new and comprehensive study of the long-term impact of television violence in the March, 2003 issue of Developmental Psychology. University of Michigan Institute for Social Research

The study linked violent TV viewing at ages 6 to 9 to such outcomes as spouse abuse and criminal convictions in a person's early 20s. The effect appeared in both sexes and regardless of how aggressive a person was as a child.

"Televised violence suggests to young children that aggression is appropriate in some situations, especially when it's used by charismatic heroes," Huesmann said. "It also erodes a natural aversion to violence." Huesmann recommends that parents restrict viewing of violent TV and movies by toddlers through pre-teens as much as possible.

*Longitudinal Relations between Children's Exposure to TV Violence and Their Aggressive and Violent Behavior in Young Adulthood: 1977-1992*

The study involved 329 adults who were initially surveyed as children in the late 1970s. For one or both sexes, those who were "high TV-violence viewers" as children were also more likely than other study participants in the previous 12 months to have shoved somebody in anger; punched, beaten or choked an adult, or committed a crime or a moving traffic violation.

**Name of the book:** Young children’s use of popular culture, media and new technologies
Author: Marsh, J., Brooks, G., Hughes, J., Ritchie, L., Roberts, S. & Wright, K.

Publisher: Literacy Research Centre

Time and place of publication: University of Sheffield: 2005


"It has become something of a cliché to observe that despite many decades of research and hundreds of studies, the connections between people's consumption of the televisions and their subsequent behaviour have remained persistently elusive.

The introduction of public culture, televisions and/or new technologies into the communications, language and literacy curriculum has a positive effect on the motivation and engagement of children in learning.

Name of the book: limit TV during school week

Author: Colin Mahan

Publisher: - TV.com

Time and place of publication: October 2, 2006

October 2, 2006 at 02:54:00 PM | more stories by this author
A new study released in medical journal Pediatrics shows that TV watching during the school week lowers school performance. The study was conducted by pediatricians Iman Sharif and James D. Sargent to test the
effects of television, movie, and video game screen time and content on adolescents, a previously untested age group.

Of the 4,500 students who participated in the study, 50 percent of those who watched no TV during the week performed excellent in school. The study also showed that the odds of doing worse in school increased with the number of channels that were available to the children.

**Name of the book:** "A clear hazard to children."

**Author:** Jerome Singer

**Publisher:** Yale University

**Time and place of publication**

http://changingchannels.org/pages/articles/effects-of-tv/major-studies.php

Yale University psychologist Jerome Singer called heavy TV viewing "a clear hazard to children." He and his wife and fellow researcher, Dorothy, have correlated amounts of TV viewing among children with reading comprehension scores. They found that children who watched the most TV with the least parental supervision had the lowest reading scores. By contrast, children with low TV-viewing and high parental involvement had the highest scores.

According to this case, psychologist Sidney Segalowitz of Canada's Brock University said the growing visual and aural power of television threatens "a child's ability to control his or her own attention processes."

He also speculated that heavy TV viewing among children inhibits "self-monitoring," a psychological response that helps the developing
child learn how to behave in various social settings. "Self-monitoring is not required when watching TV,"

**Name of the book:** Children's brain response to TV violence  
**Author:** Murray JP, Liotti M, Ingmundson P et al  
**Publisher:** Presented at the 2001 Biennial Meeting of the Society for Research in Child Development.  
**Time and place of publication:** Minneapolis; April 20  

Dr. John Murray's MRI imaging research showed that children store memories of violent entertainment images in the same part of the brain where veterans store severe post-traumatic stress disorder (PTSD) memories and where women store memories of rape. "These children are forming indelible memories," said Murray. Such intense memories and images are quickly recalled and can be used as guides for future behavior. "Our concern is for the long-term effects" of these violent scenes on children's behavior, Dr. Murray recently told a Senate Subcommittee.

**Name of the book:** Reclaiming Our Cultural Mythology  
**Author:** George Gerbner  
**Time and place of publication:** Spring 1994  
**Publisher:** Journal of cultural and TV affects

Studies by George Gerbner, Ph.D., at the University of Pennsylvania, have shown that children's TV shows contain about 20 violent acts each
hour and also that children who watch a lot of television are more likely to think that the world is a mean and dangerous place.

**Name of the book:** Learning of Aggression in Children  
**Author:** ERON, LEONARD D., ET AL  
**Publisher:** Boston: Little, Brown, 1st Printing  
**Time and place of publication:** 1971

Leonard Eron, Ph.D., found that children who watched many hours of TV violence when they were in elementary school tended to also show a higher level of aggressive behavior when they became teenagers. By observing these youngsters until they were 30 years old, Dr. Eron found that the ones who'd watched a lot of TV when they were eight years old were more likely to be arrested and prosecuted for criminal acts as adults. This is one of the longest-term studies on the subject.

They found that the aggressive eight-year-olds grew up to become even more aggressive 19- and 30-year-olds, with greater troubles-including domestic violence and more traffic tickets-than their less aggressive counterparts who did not watch as much television. And the researchers found that even if a child is not aggressive at the age of eight, but watches substantial amounts of violent programming, he will be more aggressive at 19 than his peers who didn't watch violent TV.

**Name of the book:** Media use and changing identities  
**Author:** Henry Manish
Publisher: Department of Media and Communication, University of Oslo, Norway

Time and place of publication

http://www.wmin.ac.uk/mad/pdf/TA%20final%20programme.pdf

In the 1980s, the medium was accused of having effectively destroyed childhood as a developmental stage (Postman 1982). In 1990, a Gallup survey found nearly seven in ten Americans believing that they would be better off or at least not adversely affected if television was to disappear from their lives.

And so for the past forty years the radio generation has informed the younger television generations that they have been cognitively impaired by their viewing practices, with such symptoms as shortened attention spans, weakened linguistic abilities, eroded imaginations, impatience with deferred gratification, and inability to distinguish information from wisdom. On the other hand, radio was praised for its ability to evoke imagery, its creativity, and its ability to present dramatic events. In fact, television's "Golden Years," we're told, coincided to its early era when controlled by the radio elite. One wonders whether the next forty years will feature the television generations similarly belittling the virtual reality generations.

Name of the book: Kampen om det ufødte liv

Author: Harris

Publisher: Sosiologisk tidsskrift, vol. 3, nr 2.

Time and place of publication: 1995

The role of traditional TV is being altered on a daily basis, as consumers ready themselves for a dramatic changing of the goalposts.

The interactive television company Ensequence has announced the results of a Harris Interactive online survey which shows that consumers are more than ready to change the way they interact with their televisions in 2008.

Harris asked 2,949 adults aged 18 and over a series of questions, and then weighted the results where necessary to bring them into line with their actual proportions in the population.

According to the survey, 72 percent of viewers indicated that they are currently using their remote controls for simple tasks such as finding favorite programs using the on-screen TV guide, scheduling or selecting DVR recordings and for viewing content on-demand.

Now consumers are ready to take their television viewing experience a leap further and they want more from their cable and satellite providers in 2008.

The Results of the Survey

72 percent of those who watch reality TV shows want to interact with those shows

65 percent of those who watch sporting events on TV want to interact with those events

66 percent of viewers want to interact with commercial advertising
70 percent of TV viewers would consider signing up for another cable or satellite provider if they offered advanced interactivity at no extra charge.

50 percent of those who watch drama TV shows indicated that they would be interested in interacting with those shows.

This study was done in Norway and was very close to my project and could help me to do not any repetition.

http://www.nrk.no/programmer/tv/migropolis/1149647.html

A research about one of Norwegian TV program, “Metropolis” the researcher says that this program is a critical journalistic product, focusing on both the positive and negative effects of the meeting of cultures in Norway. “Metropolis” is shown weekly featuring different cultures meeting in Norway. It is a magazine program about minorities interacting with the majority. Mainly it is a program where you meet people, living in a modern multicultural society.

“Metropolis” goal is to increase understanding and reduce racism and fear of the unknown. We endeavor to reach a cross-section of the ethnic Norwegian audience and to show them things they don’t know about life in multicultural Norway. We also want to reach the multiethnic audience to show them how the majority meet diversity and how minorities meet the rest of the society.

“Metropolis” is shown in primetime on Norway’s major tv-channel, NRK1, and also at the second NRK-channel, NRK 2, averaging 310.000 viewers a week.
**Name of the book:** The Civic Culture: Political Attitudes and Democracy


**Publisher:** Cultural book review magazine

**Time and place of publication:** 1965

Founded by Richard Hoggart in 1964, the CCCS at first worked within a framework heavily influenced by Hoggart, Raymond Williams and E.P. Thompson; a framework which has since been characterized by members of the Centre as 'culturalist' (Johnson 1979). In a discussion of cultural studies since the late 1950s, Stuart Hall analysed the projects of these three authors as acts of 'recovery,' of constituting traditions. Hoggart, in his book, The Uses of Literacy, both re-presented a tradition of cultural debate about 'mass society' and a tradition of English working-class culture. Raymond Williams in Culture and Society constituted the culture-and-society tradition of a particular group of English intellectuals and E.P. Thompson's The Making of the English Working Class recovered a tradition of working-class political culture. Between them, says Hall, these books were the founding impulse for cultural studies, but not, he insists, in the sense of their being text-books for a new academic discipline.

In characterizing these authors as 'culturalist,' both Stuart Hall and Richard Johnson have identified the focus of this paradigm (as they have described it) in questions about how people experience their
conditions of life. The culturalist's method is to begin with experience or 'culture' and to read down from there: to look at other structures and relations from a prior understanding of how they are lived. The second moment of cultural studies, as depicted by Hall and Johnson, was ushered in by the arrival of structuralism(s) on the intellectual scene.

Both Hall and Johnson in constructing the history of cultural studies emphasize shifts in paradigms or significant breaks. In a comparative study between five countries by Almond and Verba explanations of political socialization are made in terms of political culture, where this culture is supposed to be the uniting link between the micro- and macro-levels in politics. They state that the political cultures in "the two relatively stable and successful democracies, Great Britain and the United States" are close to the ideal type (Almond and Verba 1965).

How democracy can play good or bad role to culture was discussed in this study and could relate to the many objectives of this study.

**Name of the book:** "Vi som elsket America", in Vi som elsket Amerika

**Author:** Jens Bjørneboe

**Publisher:** Oslo: Pax, 1970

**Time and place of publication:** 1981

Norwegian culture had long been positively tied to the United States through a common heritage spanning the Enlightenment, the years of Norwegian emigration, and, finally, the German occupation. Bjørneboe's break with the dominant Norwegian view of American culture was not a
solitary act of despair. His essay became the best-known expression of what had happened to a good many writers and intellectuals at the time, and it were not published lightly. Yet Bjørneboe, interestingly enough, did not change his view of what the United States supposedly once had been. It was not Norwegian liberals who had been wrong about America. On the contrary, according to Bjørneboe and others, it was the Pentagon that had desecrated America's liberal tradition. To support this argument Bjørneboe had to make an interesting distinction between America as an idea and America as a modern superpower. The conception of America as an idea remained for Bjørneboe a dream come true as opposed to the reality of endless wrong-doing characteristic of European history.

**Name of the book:** The theory of communicative action  
**Author:** Habermas, Jorgen.  
**Publisher:** Lifeworld and System, Volume 2  
**Time and place of publication:** 1987

Selected as One of Media & Values' Best Books Using varying approaches, researchers have tried to capture the actual dynamics and role of media in culture and society, but do we really understand this relationship? Super Media introduces and illustrates the newly emerging cultural studies approach to understanding the media in society. Drawing from both humanities and the social sciences, cultural studies centers its analysis in text, meaning, representation, interpretation, conflict, ideology, hegemony, and culture. In his analysis, Michael Real first provides a critical review of previous traditions of media research and
theory--illustrated with tables and comparative charts--and then reintegrates media study around cultural studies. He then presents extensive case studies that illustrate the concepts and theories of the cultural studies approach. Included are the most widely available expressions of culture in history.

The reasoning and critical public degenerates into passive consumers of culture.

"Public relations" and manipulation techniques replace the principle of publicity (Habermas 1989 /1961).

Finally, there was some consensus that better theory is needed to differentiate cultural conflict from other types of conflicts? One possibility, suggested by one participant, was that cultural conflicts are more "multi-valent" – allowing more entry points into the debate by more different actors. They are also, perhaps, less predictable, and more influenced by the media, framing, and public opinion.