
VIOLENCE IN MEDIA CONTENT

Dr. Roopa Traisa,

Associate Professor, HOD, Department of Management, Center for Management Studies,
JAIN (Deemed-to-be University), Bangalore, India
Email Id- roopa@cms.ac.in

Abstract

Media violence theory and analysis offers evidence that violent young people seek out media violence and that adolescent conflict is prospectively expected by media violence. The authors argue that all interactions should be mutually reinforcing as modelled over time, in what they term a downward spiral paradigm. This research uses multilevel modeling to analyze human growth curves of aggressiveness and violent media use. Students from 20 middle schools in 10 local locations in the United States watched action films, played violent computer and video games, and accessed crime-oriented internet sites to evaluate the use of media violence. The results are generally compatible with the model suggested. In particular, the simultaneous effects of aggressiveness on violent media usage and the simultaneous and lagging effects of violent media use on aggressiveness have been established. The consequences of this model are explored for the theorization of media impact on adolescents and for bridging engaged viewers with insights on media effects.

Keywords: Violent media, Aggressiveness, Media Abuse, Imitation, Socialization.

I. INTRODUCTION

Why do people watch scenes of violence and bloodshed? Based on 40 years of study, a new meta-analysis by Weaver shows that, on the one hand, the prevalence of violence enhances limited attention to media content; but on the other hand, violence detracts from pleasure when watching. The aim of this research is to provide additional insight into this apparently paradoxical viewing behavior trend [1]. What do audiences really seek by introducing themselves to gory portrayals if they do not like the representation of blood and gore per se? A increasing body of research shows that aggression is not necessarily enticing to most viewers, but that it implicitly increases visibility because it indicates the existence of other favorable content attributes and viewer experiences, such as tension and anticipation [2]. The goal of this project is to expand this study line with a particular emphasis on no hedonistic motives that may also implicitly lead to the appeal of aggression. Based on recent conceptualizations of eudemonic

"meaning-making" motives, we theorize that if viewers expect that the representation is a significant and useful expression of reality, they can prefer to watch violent, gory material. While audiences do not like watching a film about domestic abuse or the cruelties of war, they may still admire a serious and informative reflection of these problems that thoroughly understands the human cost rather than eliding the brutality [3]. A richer understanding of the range of viewers' goals in pursuing violent content, as Weaver indicated, may encourage producers to appeal to audiences in other ways, rather than simply increasing the degree of gore and bloodshed. Due to their self-reflective and pro-social implications, Eudemonic motivations such as the search for insight, meaning, and cognitive challenge could be of particular interest in this context. If such motivations play an important role in raising public interest in violent content, then some of the negative, antisocial effects that media violence undoubtedly has could be counteracted.

Evidence of the impact of violent media content on young people

A new study and meta-analysis of 284 researches by Anderson and Bushman firmly endorsed the proposition that hostility is motivated by media abuse. For the 124 laboratory experiments and the 28 field experiments, which can monitor selective exposure effects by experimental manipulations, effect sizes are greatest. In addition, non-experimental experiments have the advantage of evaluating actions and reactions in situations that naturally exist. The effects are closer to 17 for the 46 longitudinal and 86 cross-sectional trials, but the 95 percent confidence interval does not cover zero for either of them [4]. While the impact sizes are at best modest, considering the population-wide sensitivity to media abuse, they are non-trivial. As these authors point out, the impact rates, all major public health risks, are greater than the effects of calcium consumption on bone mass or lead toxicity on IQ in infants. In fact, Anderson and Bushman noted a new longitudinal study of teenagers and young adults, which, after integrating robust statistical controls, found evidence of television exposure influences on subsequent violence. As the first to explore longitudinal effects on teenagers rather than on infants, they praised the report. As they noted, the main drawback of the Johnson et al. analysis is the use of hours of overall consumption of television as the predictive measure, rather than sensitivity per se to broadcast abuse. On the one hand, total media viewing is a conservative metric, associated with violent television content, but only imperfectly, which may minimize the results [5]. It does, however, restrict the calculation of limited exposure to the material of violent media. Johnson et al. found any evidence that violence typically predicted future television watching, but the correlation between this distinct amount of attention and the consequences of aggression was not conceptually studied or specifically modelled. As detailed below, the present analysis both uses sensitivity among teenagers to violent media content as such and controls for selective exposure effects by analytically modeling such effects. Reports on the impact of the use of violent imagery on digital platforms, such as video games and the Internet, are much more recent, with fewer studies. Any of the few correlational findings that seldom occur discriminate between video

games that are aggressive and peaceful. The first study that made such a distinction showed a strong connection between the use and violence in violent video games [3]. The latter study also included a systematic experimental test that, as a result of violent video game use, showed support for short-term changes in aggressiveness. However, it should be remembered that current experiments are reasonably equally divided between studies that do and do not find statistically meaningful results, as analyzed by Anderson and Dill. Nonetheless, as Anderson and Dill pointed out, the ability for the use of immersive violent material to affect violence is very strong, considering that game players actually participate in physical behavior in a fantasy setting. Similarly, the use of violence-oriented internet forums may be of special concern because they may provide violent tendencies and desires with social reinforcement. In comparison, the use of television is replaced by the use of interactive media among teenagers, which demands careful attention to the connection between interactive media and aggressiveness among adolescents [6]. In its calculation and analysis, the present research integrates the use of violent immersive media materials.

Theoretical reasons for the Consequences of Media Abuse

The observational research analyzed gives a convincing image that exposure to media abuse raises the observer's likelihood of offensive and abusive actions. An appreciation of why and how aggressive media cause violence is important to consider the role of this interaction in terms of public health. Theories that describe this relationship can also extend equally well to the consequences of the observation of aggression within the family, among friends, and within the group in the real world [7]. Substantial observational evidence has accrued to illustrate that the probability of conflict in all of these areas is raised by the observation of real-world violence.

Second, short-term content effects and long-term content effects tend to be triggered by very separate mechanisms, and each of these processes is distinct from the time-displacement effects that media interaction can have on adolescents. The consequences of time-displacement apply to the role of the news media in displacing other tasks in which the child might otherwise partake, which could modify the risk of such forms of activity, such as replacing reading, sports, etc. Here, we concentrate on the consequences of violent media content, and thus we do not discuss the effects of time-displacement, although they might well be important.

A. Short-Term Effects

Most theorists will now accept that the short-term consequences of media abuse consumption are largely due to mechanisms of priming, processes of excitation, and the rapid imitation of particular behaviors. Priming is the mechanism by which distributing stimulation from the locus representing an external perceived stimulus in the neural network of the brain excites another brain node representing a cognition, feeling, or action. The external stimuli may be inherently linked to perception, such as the sight of a firearm is automatically linked to the idea of violence,

or the external stimulus may be inherently neutral, such as a specific racial group that has been linked to such values or actions in the past [8]. The primed definitions render actions correlated with them more probable. Aggression is more common as media aggression primes violent ideas.

B. Arousal

To the degree that the observer is excited by mass media displays, offensive activity can also become more likely in the short term for two potential reasons: transmission of enthusiasm and general excitement. First, since some of the emotional reaction triggered by the television exposure is misattributed as a result of the provocation transition, a subsequent stimulation that arouses an emotion may be viewed as more extreme than it is. For instance, such excitation transfer may prompt more violent responses to aggression directly after an exciting media display. Alternatively, the increased general arousal induced by the presentation of the media may simply reach such a peak that inhibition of unacceptable responses is decreased and dominant acquired responses, e.g. overt instrumental aggression, are exhibited in social problem solving.

C. Imitation

Imitation of individual patterns, the third short-term process, can be seen as a special case of the more common long-term process of observational learning. Evidence has accumulated in recent years that young people and apes have an unconscious propensity to mimic whoever they observe. Observation of individual social activities surrounding them raises the chance that children will behave in precisely that way. They are likely to mimic it when kids witness aggressive behavior.

E. Long-Term Effects

In comparison, long-term material results appear to be due to more permanent observational learning of cognitions and attitudes and emotional network stimulation and desensitization. Observational learning affects behavior not only in the short term after a pattern is observed, but also in the long term, according to social cognitive models. By studying families, friends, culture, and mass media, the social scripts learned in their invocation become more fluid, abstracted, and automatic. Children's social cognitive schemes about the world around them are also elaborated during this time. For starters, comprehensive violence research has been found to skew children's environment schemes towards attributing aggression to the acts of others. In fact, such attributions raise the risk of children acting violently [9]. When children continue to grow, normative values are crystallized on which social activities are acceptable and begin to serve as barriers to restrict unacceptable social behaviors. Such normative attitudes are partially impacted

by the observation by children of the behaviors of those around them, particularly behaviors seen in the news media.

Long-term socialization influences of the mainstream media are also more likely to escalate from the way feelings are influenced by the mass media and video games. Via classical conditioning, after just a few experiences, anxiety, rage, or general arousal may become associated with particular stimuli. Via stimulus generalization, these thoughts affect actions in social contexts away from the origins of the media. In a novel scenario similar to one the child has seen in the media, a child may then respond with excessive rage or terror.

Around the same time, frequent references to television or video games that trigger emotionally will lead to the pattern of such normal emotional responses or "desensitization." The child viewer's habits that might appear odd at first tend to seem more normative when the behaviors are seen many times. Emotions encountered by child audiences spontaneously in response to a single scene decrease in severity after several exposures [10]. Many people, for example, tend to have an inherent negative emotional reaction to the observation of blood, gore, and aggression. Such exposure is also accompanied by elevated pulse rhythms, perspiration, and self-reported pain. However, this negative emotional reaction becomes habitual with prolonged exposure to abuse, and the infant becomes desensitized. Without experiencing adverse effects, the infant will then learn about and prepare constructive violent actions. Proactive violence is also becoming more possible [11]. The body of observational learning research demonstrates that, with little effortful cognition, scripts, world schemes, and moral opinions about actions can all be obtained from observations without audience knowledge. Similarly, emotional response desensitization does not require effortful cognition. One of the insidious realities about mass media socialization is that much of the mechanism of socialization continues without children being aware of what is occurring.

II. CONCLUSION

Media abuse poses a danger to public wellbeing because it leads to a surge in violence and hostility in the real world. Research specifically indicates that fictional television and film brutality, both in the short term and over the life cycle, leads to a spike in hostility and violence. Violence on tv news also leads to increased violence, primarily in the form of imitative suicides and acts of aggression. In the short term, video games are evidently capable of generating a spike in anger and violence, but no long-term research trials have been performed that may show long-term results. The association between media violence and real-world violence and abuse is moderated by the essence of the coverage of the media and the characteristics of the person subjected to the content and by social pressures. The average total size of the impact, however, is significant enough to put it in the category of recognized public health threats.

III. REFERENCES

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