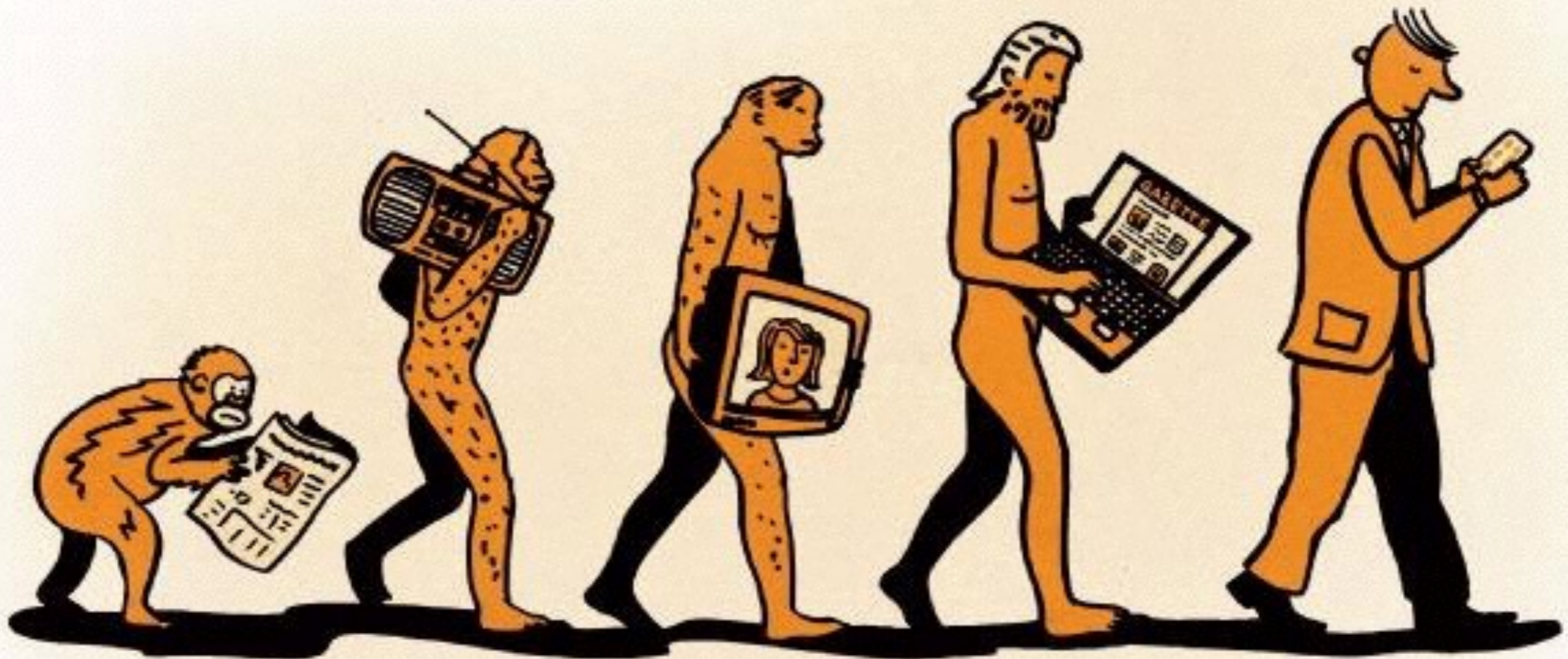


ZUR 393k:

Effects of Mass
Media



Why should we care about (and study) media?













Thematic Overview

meaning of “effects” under debate

- what counts as an “effect” of the media?
- how are media “effects” best studied?
- how can media “effects” be measured?

Thematic Overview

- media effects = influence or power
- investigate relationship between:
 - A. media TEXTS (messages)
 - B. media AUDIENCES (individuals and society)

POWER

“_____ is, above all, a scarce resource.”

(James Carey, “Reconceiving ‘Mass’ and ‘Media,’” 87).

POWER

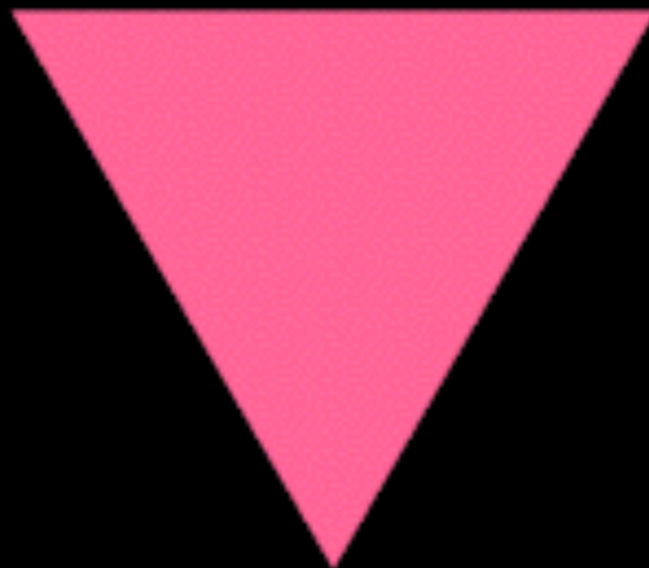
“Reality is, above all, a scarce resource.

Like any scarce resource it is there to be struggled over.”

“The fundamental form of power is the power to define, allocate and display this resource.”

(James Carey, “Reconceiving ‘Mass’ and ‘Media,’” 87).

“queer”





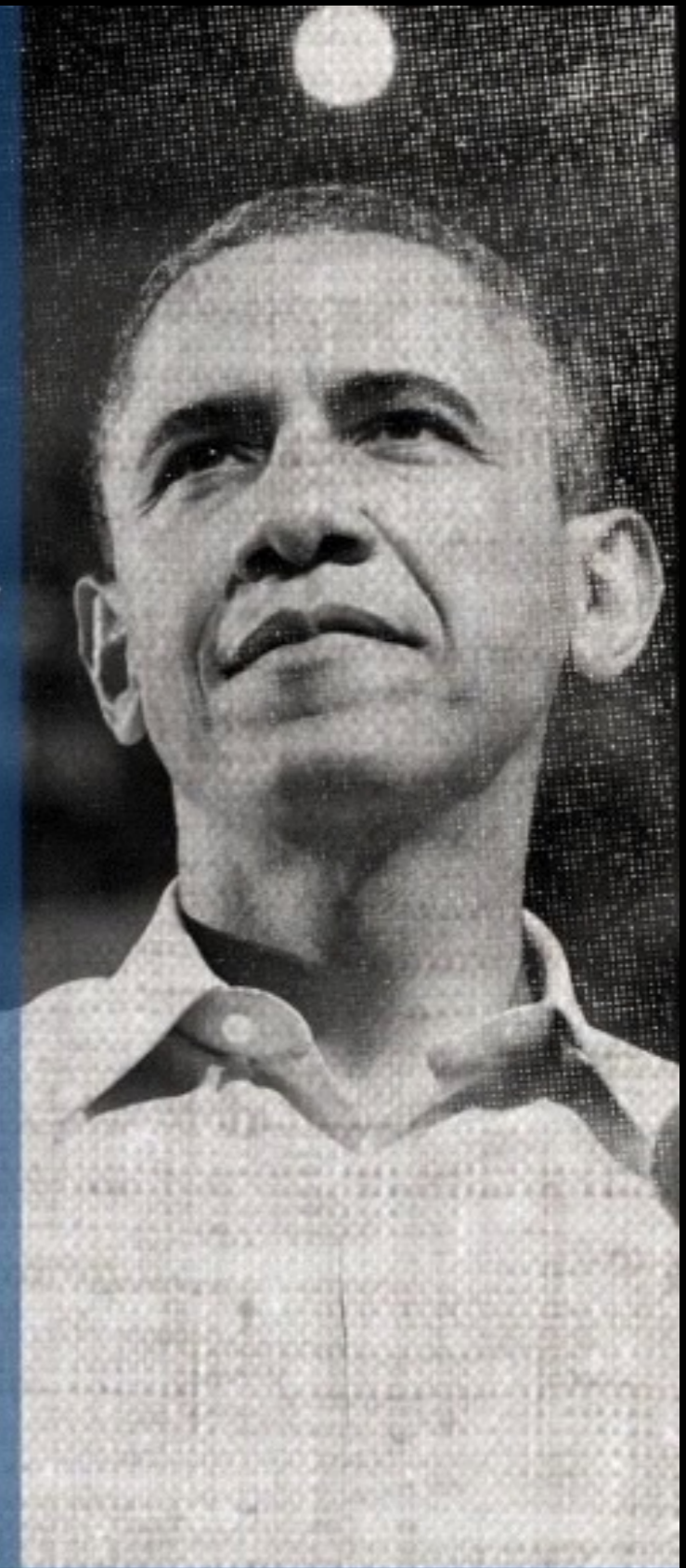
Pink Triangles



Examples in the news

“
EVERY SINGLE
AMERICAN—GAY,
STRAIGHT, LESBIAN,
BISEXUAL,
TRANSGENDER—EVERY
SINGLE AMERICAN
DESERVES TO BE
TREATED EQUALLY
IN THE EYES OF THE
LAW AND IN THE EYES
OF OUR SOCIETY.

”
- *President Obama*



LISTEN TO **THE BOSS**

“The **marriage-equality** issue should be recognized for what it truly is—a **civil rights issue** that must be approved to assure that every citizen is treated **equally under the law.**”

I couldn't agree more with that statement and urge those who support equal treatment for our **gay and lesbian brothers and sisters** to let their voices be heard now.

—**Bruce Springsteen**



MAE
WA MD
MN
THE FOUR 2012
SUPPORT MARRIAGE EQUALITY



IT'S TIME TO MAKE YOUR VOICE HEARD
TELL GOVERNOR McCRORY:

All North Carolina Families
**DESERVE
RESPECT**

Don't defend North Carolina's
harmful marriage ban!

Sign the petition now!



equalitync.org/marriage/signon



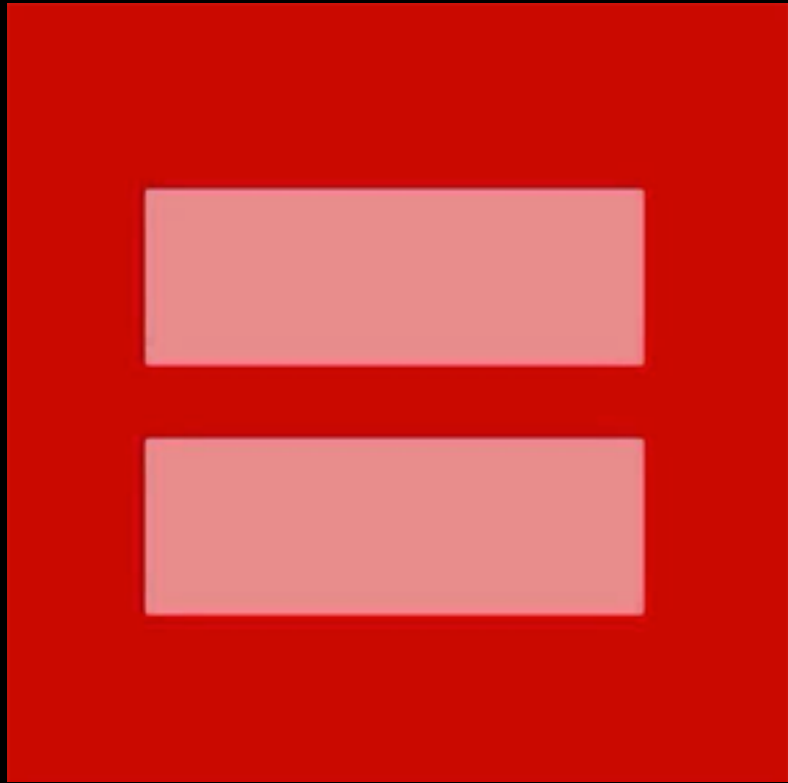
"If anybody can find someone to love them and to help them through this *difficult* thing that we call life, I support that in any shape or form."



"WHEN IT COMES TO GAY MARRIAGE, I JUST BELIEVE IN LOVE. I BELIEVE THAT WHEN TWO PEOPLE FIND EACH OTHER AND LOVE EACH OTHER, THEY SHOULD BE ABLE TO SPEND THEIR LIVES TOGETHER."

- JENNIFER LOPEZ

[fb.com/GayMarriageOregon](https://www.facebook.com/GayMarriageOregon)
www.OregonMarriageEquality.com



LEGALIZE
LOVE



LOVE WINS

IT'S NOW JUST CALLED MARRIAGE
CADOF.ORG

MARRIAGE MARRIAGE MARRIAGE

-MK-

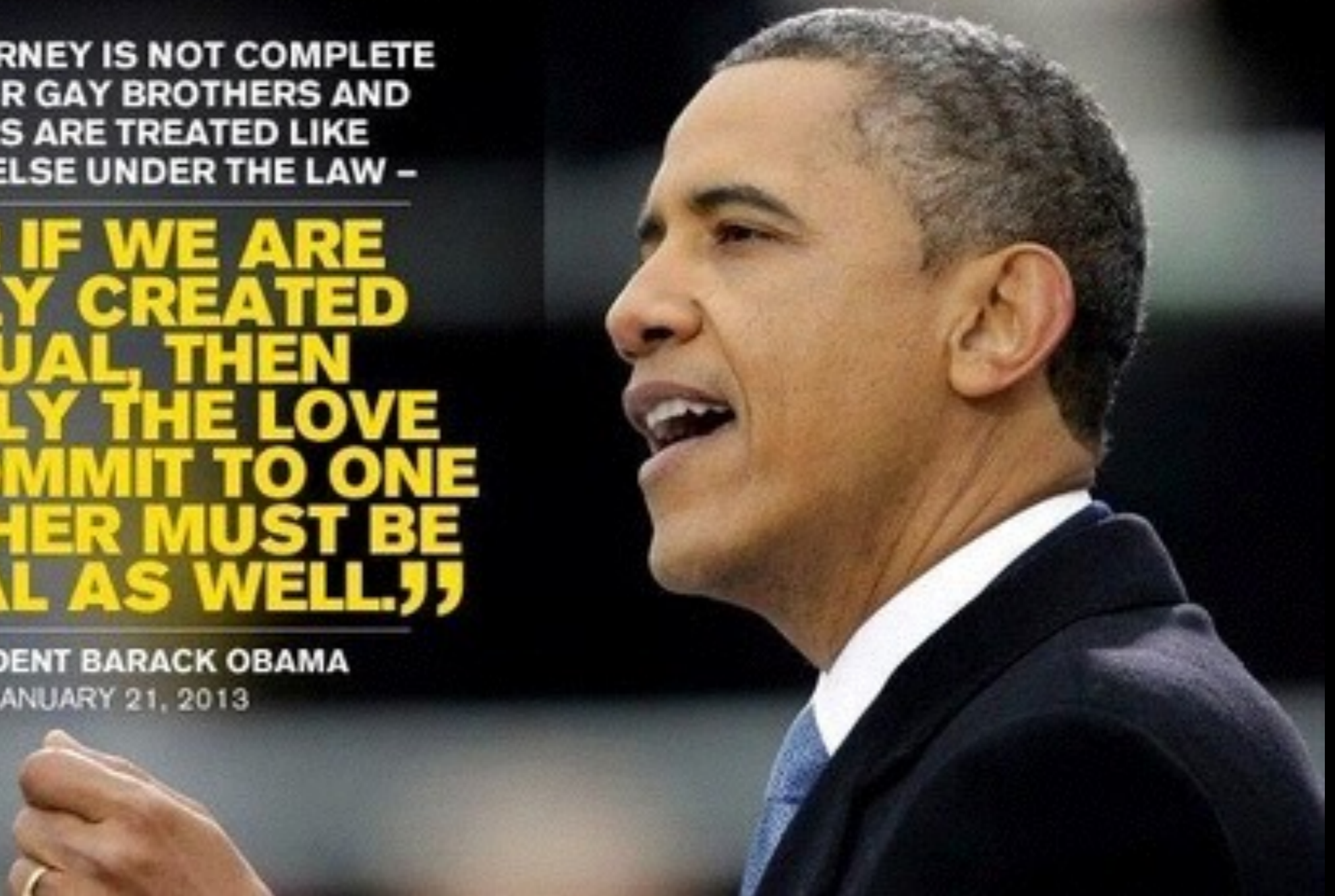
#LoveWon | CADOF.ORG

“OUR JOURNEY IS NOT COMPLETE
UNTIL OUR GAY BROTHERS AND
SISTERS ARE TREATED LIKE
ANYONE ELSE UNDER THE LAW –

**FOR IF WE ARE
TRULY CREATED
EQUAL, THEN
SURELY THE LOVE
WE COMMIT TO ONE
ANOTHER MUST BE
EQUAL AS WELL.”**

PRESIDENT BARACK OBAMA

JANUARY 21, 2013





CARTER COUNTY PRISON

Kentucky Clerk Kim Davis says God is her boss while bearing giant cross

BY RACHELLE BLIDNER / NEW YORK DAILY NEWS / Updated: Tuesday, September 22, 2015, 4:40 PM

AAA

912

55

164

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nydn.us/1iKw3Cf

COPY



ABC

Kim Davis speaks to ABC's Paula Faris while holding a cross.

<http://www.nydailynews.com/news/national/kentucky-clerk-kim-davis-god-boss-article-1.2369493>

DEAR **KIM DAVIS,**

The fact that

**you can't sell your daughter
for three goats and a cow**

means we've already **REDEFINED MARRIAGE.**

PlantingPeace.org | PAID FOR BY PLANTING PEACE



LAMAR

more examples in the news

Politics

Are Democrats and Republicans talking about the same country?



The second debate for top Republican presidential candidates included bashing Donald Trump, a fiery Carly Fiorina and an admission from Jeb Bush that he says his mom won't like. (CNN)

By **Philip Rucker** September 18 at 7:38 PM [Follow @PhilipRucker](#)

To the Democratic candidates, the 2016 presidential campaign is about shrinking the gap between rich and poor; combating climate change; and expanding voting rights, gay rights and workplace equality for women.

To listen to the Republican candidates is to hear an entirely different campaign — one that centers on defeating Islamic State terrorists, deterring a nuclear Iran, restricting abortion, and debating whether to deport illegal immigrants and construct a wall to keep them out.

At a political moment of pitched voter anxiety, candidates in both parties talk in dark, sometimes apocalyptic tones — but about different issues, as if they're addressing two different countries.

“Republicans are from Mars, Democrats are from Venus,” Republican strategist Ari Fleischer said. “The gulf between the two parties has grown wider in the last decade, not smaller.”

http://www.washingtonpost.com/politics/are-democrats-and-republicans-talking-about-the-same-country/2015/09/18/7e6de048-5e32-11e5-b38e-06883aacba64_story.html

Migrant crisis: Croatia closes border crossings with Serbia

🕒 4 hours ago | Europe



The BBC's Lyse Doucet reports from the Croatian border town of Tovarnik: "People waiting for someone, for something, to take them away from here"

Croatia has closed seven of its eight road border crossings with Serbia following a huge influx of migrants.

Officials said they had no choice after more than 13,000 people entered the country since Hungary fenced off its border with Serbia earlier this week.

Migrant crisis

LIVE Migrant crisis: Latest updates

How is migrant crisis dividing EU countries?

<http://www.bbc.com/news/world-europe-34286432>

Refugee crisis

Europe starts putting up walls

Germany and other countries reimpose border controls

Sep 19th 2015 | BERLIN | From the print edition



The
Economist



"WE WILL manage," said Angela Merkel, the German chancellor, in an attempt earlier this month to win public support for the refugees streaming into the country from the Middle East via the Balkans. Her phrase was both optimistic and familiar—it comes from the German version of the theme song of "Bob the Builder", a children's television series.

[http://
www.economist.com/
news/europe/21665032-
germany-and-other-
countries-reimpose-
border-controls-europe-
starts-putting-up-walls](http://www.economist.com/news/europe/21665032-germany-and-other-countries-reimpose-border-controls-europe-starts-putting-up-walls)

Refugees

Comment is free

Why eastern Europe's resistance to refugee quotas is not 'selfish'

Marcin Zaborowski

Wednesday 16 September 2015
13.30 BST



📷 Hungarian police officers patrol the temporary border fence on the Hungarian-Serbian border near Roszke, 180km southeast of Budapest. Photograph: Sandor Ujvari/AP



LIVE **RT** **KEVIN OWEN**

MOSCOW 14:00 COUNTY CLERK IN #KENTUCKY JAILED FOR REFUSING TO ISSUE SAME SEX MARRIAGE LICENCES

0:00 / 6:07

CC Settings Full Screen

'Further migrants' influx will be disastrous for Europe' - French official



RT

Subscribe 1,575,693

27,569

+ Add to Share ... More

328 27

<https://www.youtube.com/watch?v=prFy59oUPPE>

BBC

NEWS

Europe

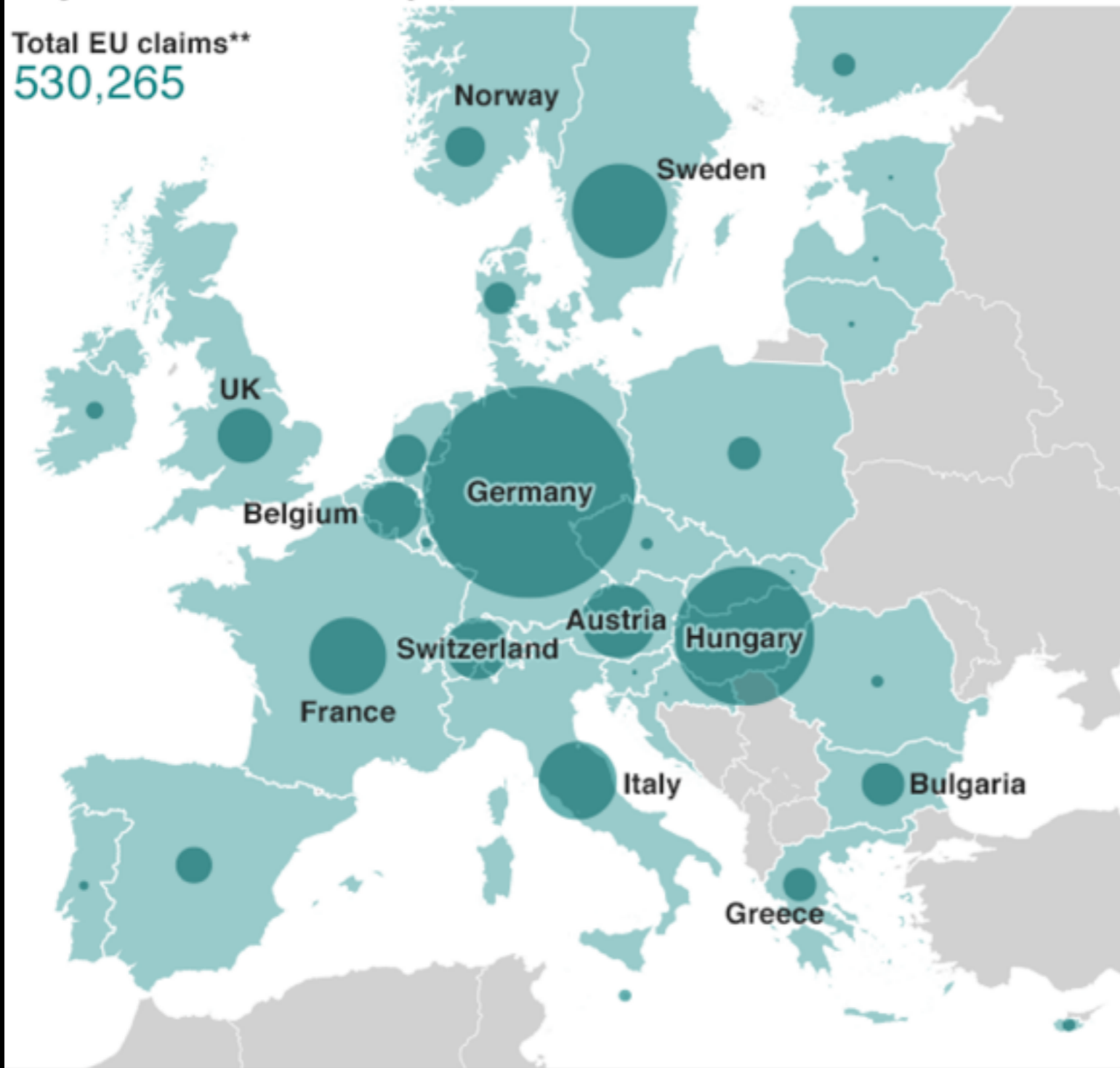
Migrant crisis: Migration to Europe explained in graphics

🕒 22 September 2015 | Europe

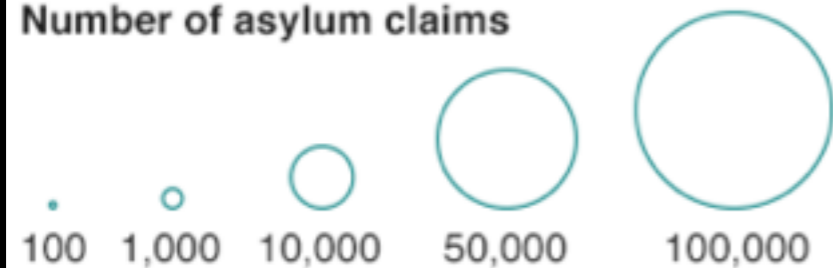
<http://www.bbc.com/news/world-europe-34131911>

Asylum claims in Europe, 2015*

Total EU claims**
530,265



Number of asylum claims



■ No data

*All data is at least to end of June.
It is to end of August where available.

**Map also shows claims for non-EU
members Norway and Switzerland

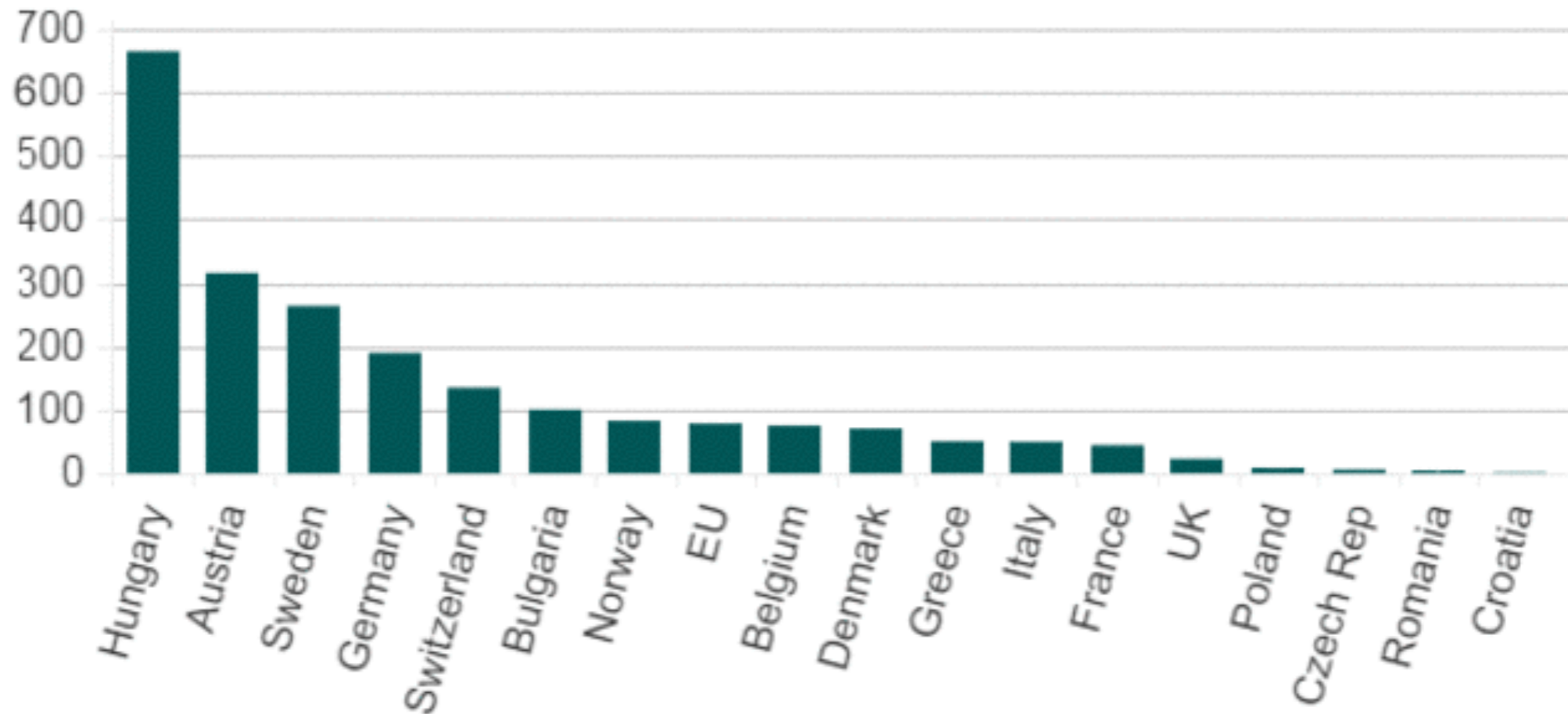
Source: Eurostat

BBC

<http://www.bbc.com/news/world-europe-34131911>

Asylum applications per 100,000 local population

Jan - Jun 2015

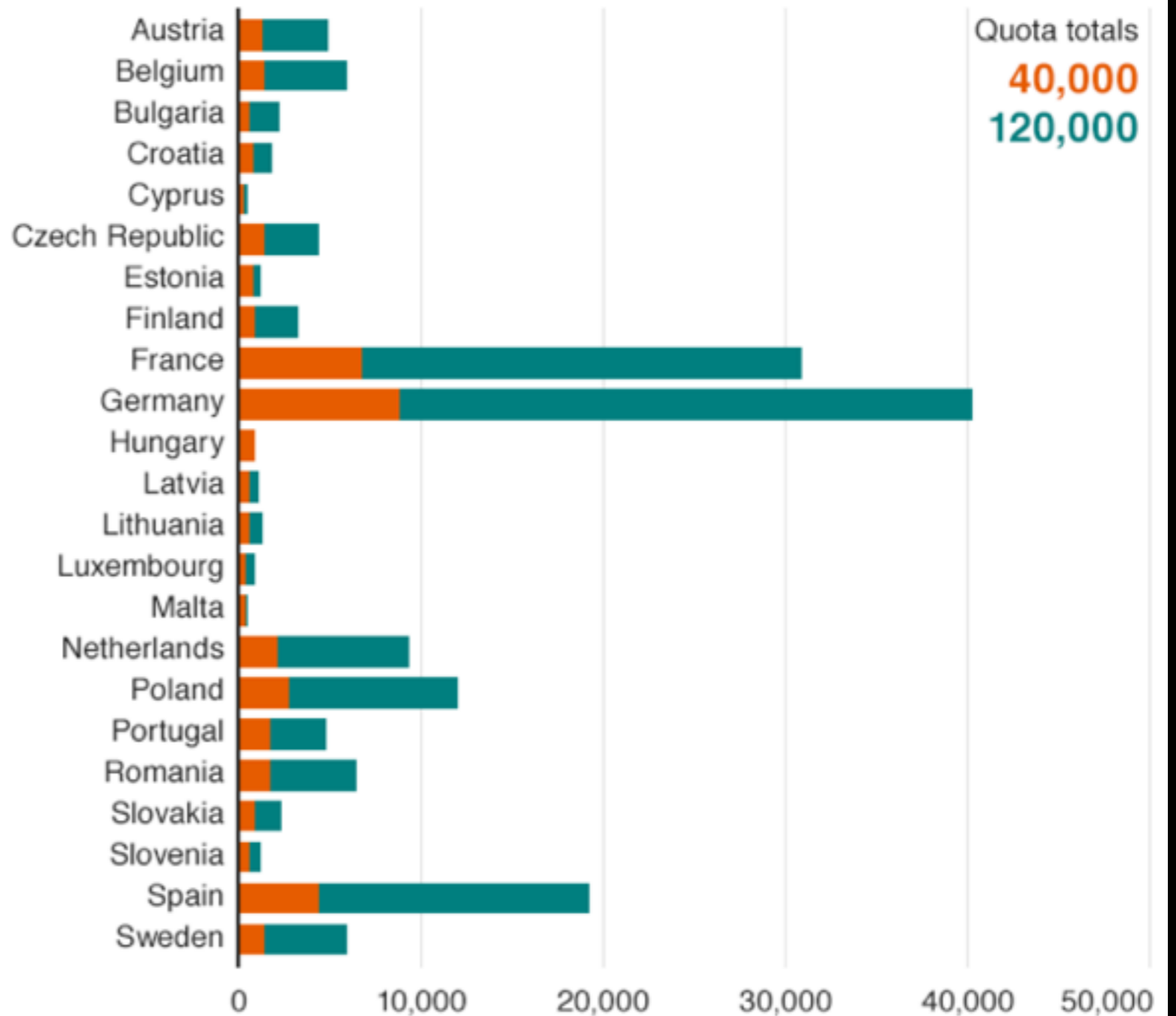


Source: Eurostat

<http://www.bbc.com/news/world-europe-34131911>

Number of migrants EU countries are being asked to take

- May 2015: Proposed quotas for relocating migrants from Greece and Italy
- Sept 2015: Proposed additional quotas for relocating migrants from Greece, Italy and Hungary



UK, Ireland and Denmark can choose whether to take part in the quota scheme

Source: European Commission/Reuters

BBC

<http://www.bbc.com/news/world-europe-34131911>

BBC

NEWS

Europe

Migrant crisis: Migration to Europe explained in graphics

🕒 22 September 2015 | Europe

A note on terminology: The BBC uses the term migrant to refer to all people on the move who have yet to complete the legal process of claiming asylum. This group includes people fleeing war-torn countries such as Syria, who are likely to be granted refugee status, as well as people who are seeking jobs and better lives, who governments are likely to rule are economic migrants.

<http://www.bbc.com/news/world-europe-34131911>

your responsibilities in ZUR 393o:

- attend class
- keep up with the readings; come to class prepared to discuss the assigned reading(s)
- 2 short (2 - 3 pages) writing assignments
- in-class final exam (last day of class)

any questions?