

# Gerbner: worksheet

Key concept two: **acceptance of mainstream ideologies**



Above: Beyoncé reverses received racial hierarchies in the Formation music video.

## Media Theory for A Level

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1. Gerbner suggests that the media plays a crucial role in shaping our perception of who ought to wield social power. Complete the following table to help you identify how those perceptions are enabled.

Factor	Explanation	Can you think of any examples of this process in the media you watch?
The media defines who is powerless		
The media defines who is powerful		
The good-guys always win		
The media stigmatises groups		
Audience protest is dampened		

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2. In what ways do advertising and the targeting of mass audiences **sanitise** media content according to Gerbner?

3. What two other examples of cultivation theory are provided in the revision book?

a. magazine cultivation effects

b. online media cultivation effects



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## Media Theory for A Level

16.4 Discuss it: does contemporary commercial media reinforce mainstream beliefs?

### Mainstreaming effects in Newspapers

- In what ways do the newspapers you have studied present ideas in a middle-of-the-road manner?
- What evidence could you present to suggest that the mainstream media deliberately avoids radical discussion so that both mainstream audiences and advertising revenues are maintained?

### Mainstreaming effects of the Internet

- In what ways has the introduction of advertising effected YouTube content? Has advertising sanitised vlogging?

### TV mainstreaming effects

- Do streaming providers (Netflix/Amazon) take more risks than commercial broadcasters as a result of their lack of advertising? What are those risks? Where are they evidenced?
- In what ways could we challenge Gerbner's idea that television constructs middle-of-the-road programming? Are modern audiences more tolerant of radical content?

Your thoughts:

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