CHILDREN, TEENS, FAMILIES, AND MASS MEDIA

The Millennial Generation

Rose M. Kundanis Keene State College



Contents

	Preface		xi
	Acknowledgments xii		
	PART I: THEORETICAL CONTEXT		
1	Introduction First Encounters 3 Definitions and Central Ideas 4 Communication Models 5 Theoretical Perspectives 7 Historical Overview 15 Summary 16 For Further Consideration 16 Resources On the Web 17 References 17		3
2	The Developing Child and Teen A Child's Perceptions 19 Cognitive Processes 20 Sense-Making Activities: What Is Real? 22 Fantasy, Imagination, and Creativity 24 Media Perceptual Characteristics by Age 24 New Expression and Youth Communication in Chicago Summary 31 For Further Consideration 31 References 32	29	19
3	Generations and History The GI Generation as Civic Generation 34 The Silent or Beat Generation as Adaptive 36		33
			::

viii CONTENTS

The Baby Boomers as Idealists 37

5

Generation X as Reactive 39 Generation Y or Millennials as Civic 41 Summary 45 For Further Consideration 46 References 46 PART II: AUDIENCE REACTIONS Perceptions of Fantasy and Reality 49 What Is Real 49 Developmental Stages and Fear 51 Children's Responses to Major News Events 52 Journalists and Children in the News 57 Strategies for Reducing Fears 59 September 11, 2001 Fictionalized News 61 Advertising and the Program-Length Commercial 62 Summary 63 For Further Consideration 63 Resources on the Web 64 References 64 Effects 66 A History of Concerns With Media Effects: Audience, Researchers, Industry, and Government 67 Tools of the Social Scientist 72 Theories Used in Effects Research 74 Summary 82 For Further Consideration 82 References 84 Diverse Children Find Identity in Diverse Messages 86 Learning Theory and Schema Theory 88 The Development of Ethnic Minority Mass Media Images 89 Children's Identity and Gender 93 Results of Gender Images in Advertising and Media 95 Children and Consumer Socialization 99 Summary 100 Resources on the Web 100 References 100

CONTENTS ix

PART III: EMPOWERING AUDIENCES

7	Role of Parents and Families Family Communication Patterns 108 Mediation Involving Sexuality and Violence 112 Suggestions for Parents 115 Summary 117 For Further Consideration 117 References 117	105
8	Media Literacy and Positive Effects The Diary of a Young Girl 119 Media Literacy: Reading and Writing Texts 120 Prosocial Messages, Worldview, and Strategies 121 Agreement on Key Concepts in Media Literacy 123 Disagreements in the Media Literacy Debates 124 Media Literacy and Research 130 Summary 132 For Further Consideration 132 Resources on the Web 133 References 133	119
9	Policy and Law The First Amendment 136 Public Pressure 137 The FCC and ACT in the 1970s 138 The CTA of 1990 139 The V-Chip 144 Ratings for Television 145 Ratings of Movies, Music, and Game Industries 148 Internet Protection From Indecency Unconstitutional 148 Alternatives to Legislation on Internet Indecency 149 The Questions of Privacy on the Internet 150 Summary 151 For Further Consideration 151 Resources on the Web 152 References 152	135
10	Children's Programming The Business of Children's Broadcasting and Cable 154 Listening to Children and Teens 158 Listening to Parents 164	154

X CONTENTS

166	
171	
	173
	177
	181