

The effects of Mass media and Pornography on the society

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ABSTRACT

This study reviews the effects of mass media and pornography on the society. Mass media is a deceptively simple term encompassing a countless array of institutions and individuals who differ in purpose, scope, method, and cultural context. Mass media include all forms of information communicated to large groups of people, from a handmade sign to an international news network. There is no standard for how large the audience needs to be before communication becomes "mass" communication. There are also no constraints on the type of information

being presented. A car advertisement and a U.N. resolution are both examples of mass media. Pornography is the representation of sexual behaviour in books, pictures, statues, motion pictures, and other media that is intended to cause sexual excitement. We found that watching pornography stimulated adolescents to produce and distribute sexual images of themselves on social media. In turn, sexual self-presentation on social media led adolescents to watch sexual reality television content more frequently.

Keywords: Effects, Mass, media, pornography, society.

INTRODUCTION

Mass media is defined as those media that are designed to be consumed by large audiences through the agencies of technology. [1], [2] an array of communication media reaches large numbers of the public, including radio, television, movies, newspapers, and magazines. The Internet is a worldwide, publicly accessible network of interconnected computer networks that transmits information and services such as electronic mail, online chat, title transfer, interlinked web pages, and other documents of the World Wide Web [3].

Media influences on sexual behavior were first reported in a sex education newsletter in 1981, Corder-Bolz c. Because the very definition of pornography is subjective, a history of pornography is nearly impossible to conceive; imagery that might be considered erotic or even religious in one society may be condemned as pornographic in another.

Many people fear that the current explosion in mass media technology is negatively affecting individuals and society vis-à-vis considerations related to the accessibility of pornographic materials [4]. The way this accessibility

affects young people is of particular concern.

Adolescents often come across pornography accidentally on the Internet. One study found that 70 percent of youth aged 15 to 17 accidentally came across pornography online. [5] A study of 1,501 youth aged ten to seventeen examined unwanted exposure incidents more thoroughly: In 26 percent of the cases, respondents reported that when they tried to exit an unwanted site, they were actually brought to an additional sex site. The same study showed that out of the total number of unwanted exposure incidents, 44 percent of the time the youth did not disclose the episode to anyone else.

Sexual discussions and displays are increasingly frequent and explicit in all forms of the mass media. The Internet, the use of which is growing more rapidly than any previous technology, has dramatically increased the availability of sexually explicit content. One content analysis found that the inclusion of sexual content that ranged from flirting to sexual intercourse had increased from slightly more than half of television programs in 1997-1998, to

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more than two thirds of the programs in the 1999-2000 season. Depictions of intercourse (suggestive or explicit) occurred in one of every ten programs. A US study examining 1,276 youth-directed programs broadcast in 2001-2002 showed that 82% of episodes featured sexual talk and 67% featured sexual behavior, with 11% implying, and 4% portraying sexual intercourse.

Little is known, however, of the relationship between the media and young people's sexual behavior in Nigeria, or indeed in developing countries in general, because of the dearth of studies in this area [6]. The alarming increase of rape, teenage pregnancies, septic abortions, and sexually transmitted infections, especially human immunodeficiency virus (HIV), among undergraduates in Nigeria 21 makes research into the effects of the mass media and the Internet on their sexual behavior even more important.

"Mass media" is a deceptively simple term encompassing a countless array of institutions and individuals who differ in purpose, scope, method, and cultural context. Mass media include all forms of information communicated to large groups of people, from a handmade sign to an international news network. There is no standard for how large the audience needs to be before communication becomes "mass" communication. There are also no constraints on the type of information being presented. A car advertisement and a U.N. resolution are both examples of mass media.

This means technology that is intended to reach a mass audience. It is the primary means of communication used to reach the vast majority of the general public. The most common platforms for mass media are newspapers, magazines, radio, television, and the Internet [7]. The general public typically relies on the mass media to provide information regarding political issues, social issues, entertainment, and news in pop culture.

Pornography

This is the representation of sexual behaviour in books, pictures, statues, motion pictures, and other media that is intended to cause sexual excitement. The distinction between pornography

(illicit and condemned material) and erotica (which is broadly tolerated) is largely subjective and reflects changing community standards. The word pornography, derived from the Greek porni ("prostitute") and graphein ("to write"), was originally defined as any work of art or literature depicting the life of prostitutes.

Pornography which can also be abbreviated as "porn", deals mostly on the portrayal of sexual activities which are solely enticing and design to lure individuals into what is generally known as a way of being honey, which is when teenagers do irrational things all because it is said to believe that they are not on their normal state of mind.

Mass media and pornography

In recent times, every individual both young and old, have equal access to social media which has led to a reduction in the level of restriction that are being place on materials that are online thereby making it accessible to all. The mass media especial the online version can be said to have given a raise to pornography because before now, people only get to view pornographic materials from pamphlets which most times do not get individuals aroused but due to the upgrade that their activities can be viewed couple with sounds, individuals tend to subscribe more to these because if by seeing the act being carried out, the sound and motion added to it can make one try to get involved in the act.

There is also this believe by many that through viewing pornographic movies, on social media, they would learn new skill and styles. Just like a fiend once told me, that if you have a boyfriend and you don't want to get disvirgined that there is a site where you can get other styles of sexual appeal other than getting penetrated and this is to show that they believe that through the social media, they feel their sexual desires have and well always have a solution to [8].

Effects of Pornography in the media

Arousal

One crucial effect of consuming sexual media is sexual arousal, "the heightened physiological state that energizes sexual behavior. Arousal can be measured in two methods. One method is self-ratings

of participants and the other is that physiological measures such as electronic sensors measuring penile tumescence, vaginal lubrication, or temperature (thermography).

Some researchers found that men are more aroused by sexual media than are women, especially in response to sexually violent or dehumanizing materials. Also, sexual violence may only appeal to sex offenders and other violence-prone men and even to "normal" men if the victim is portrayed as being aroused by the assault. Slides or verbal descriptions of coercive sex are more appealing to sexually coercive men physiologically than "normal" men. Since the Internet provides an unlimited number of websites that feature any sexual desire that the user wants, it results in sexual arousal because the stimuli are new [9]. Carnes think that the Internet can allow people to see any of their fantasy, which usually do not exist in most people's daily lives. These images can be reactivated during sexual intercourse.

Attitudinal effects

One of the major criticism from scholars is that the dehumanization of women in sexually explicit materials. Men rated their own partners as being less physically endowed after seeing beautiful female nudes engaged in sexual activity. It seems that the voluptuous model has become the norm or anchor to which real people are compared. Zillmann and Bryant also found that such effects are not limited to men. Compared with control groups, both men and women who watched weekly pornographic films later reported that they are less satisfied with their partners' affection, appearance, sexual curiosity, and sexual performances. They also sex with less emotional involvement and showed greater acceptance of premarital and extramarital sex. They placed fewer values on monogamy and marriage. Teenagers who have watched a whole day of talk shows discussing sexual topics later overestimated the frequency of such behaviours [10].

Individual differences

Different people have different reactions to sexual content in the media. Men are more likely to be aroused by

sexual content than women. Gettleman argued that men are main consumers of sex videos, with an estimated 71 of sex videos consumed by men by themselves.[11] It does not mean that men are more interested in sex videos than women. Women have been found to be more interested in written and directed by women and for women,[12][13] while men appear to be more interested in seek out sexual media and be aroused by it. Malamuth and Check found that men, not women, were as aroused by a rape scene as by a consenting sex scene but only if the victim was portrayed as enjoying the rape and coming to orgasm. The men were not aroused if the victim was shown to be terrorized [14].

Personality can also be an indicator of individuals' different reactions to sexual content. Bushman, Bonacci, van Dijk, and Baumeister found that narcissistic men will be more likely to enjoy the rape scene preceded by affection between the parties than low narcissists did.[15] Borgaert's study considered intelligence is a mediator between personality and arousal attitudes. Men, who have lower intelligence and higher aggressive/antisocial inclinations, are more likely to prefer violent sexual stimuli than men higher in intelligence and lower in aggressive/antisocial tendencies [16].

Behavioral effects

Bryant and Zillmann concluded that potential behavioral effects of violent sexual media content include: catharsis, disinhibition, imitation, and desensitization.

Catharsis

Catharsis holds that "vicariously participating in others' fictionalized hostility or aggression enables drama watchers, readers, or listeners to be purged of their anger and hostility and there by become less aggressive [17]"

Disinhibition

Disinhibition is that after being repetitive exposed to sexual materials may undermine learned social sanctions against using violence that usually inhibit aggressive behaviors. People may become more aggressive after watching, reading or listening to media violence because they may tend to legitimize using violence in real life.

Imitation

Imitation is explained in terms of social learning theory, which argues that "humans have evolved an advanced capacity for observational learning that enables them to expand their knowledge and skills on the basis of information conveyed by modeling influences"[18]. Social learning explains how observers match the performances of models. Four things must happen before imitation: The first is the attentional process, which people must have seen, read, listened to sexual materials. The second is the retention process, which people can retain some memories of what they have seen, read and listened to. The third is the production process, which the learner must have the capabilities to replicate the action. The fourth is the

In conclusion, exposure to sexual reality television content and Internet pornography is related to sexual self-presentation on social media. Based on a two-wave panel survey among 1,765 adolescents aged 13-17 years, we found that watching pornography stimulated adolescents to produce and distribute sexual images of themselves on social media. In turn, sexual self-presentation on social media led adolescents to watch sexual reality television content more frequently. These relationships were similar among boys and girls. No

motivational process, which people must have sufficient desire or will to perform what the violent behavior. Only when all of these four conditions were met, people imitate the performances of actors.

Desensitization

The desensitization effects have been touted by some researchers [19]. The desensitization hypothesis argues that the repeated exposure to sexual violent materials can result in less emotional responsiveness to violence in fiction, news, and reality fare, which could, in turn, result in an increased acceptance of violent behaviors. However, this notion was touted a lot and limited research evidence available supports disinhibition effects [20].

CONCLUSION

reciprocal relationship between exposure to IP and boys' and girls' sexual self-presentation on social media was found. The results suggest that sexual content in mainstream mass media may predict adolescents' sexually oriented behavior on social media and vice versa. Moreover, adolescents seem to differentiate between types of sexual content (i.e., mainstream versus more explicit sexual content) when incorporating sexual media content in their sexual behavior online.

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