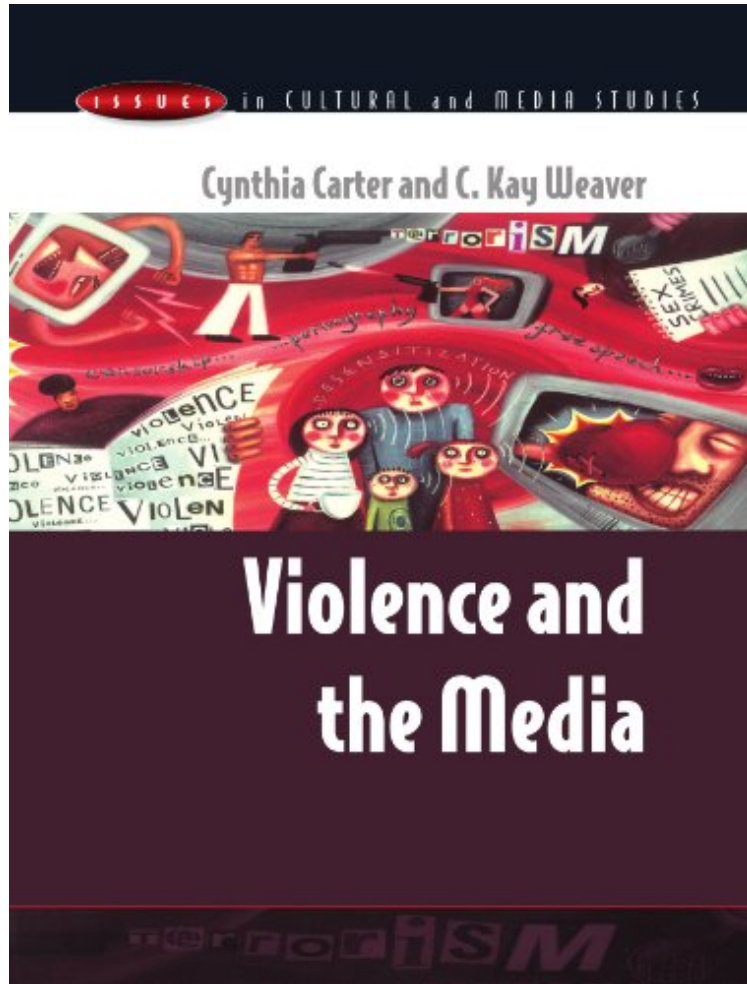


Violence and the Media

Cynthia Carter

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Why is there so much violence portrayed in the media? What meanings are attached to representations of violence in the media? Can media violence encourage violent behavior and desensitize audiences to real violence? Does the 'everydayness' of media violence lead to the 'normalization' of violence in society? "Violence and the Media" is a lively and indispensable introduction to current thinking about media violence and its potential influence on audiences.

Adopting a fresh perspective on the 'media effects' debate, Carter and Weaver engage with a host of pressing issues around violence in different media contexts - including news, film, television, pornography, advertising and cyberspace. The book offers a compelling argument that the daily repetition of media violence helps to normalize and legitimize the acts being portrayed. Most crucially, the influence of media violence needs to be understood in relation to the structural inequalities of everyday life. Using a wide range of examples of media violence primarily drawn from the American and British media to illustrate these points, "Violence and the Media" is a distinctive and revealing exploration of one of the most important and controversial subjects in cultural and media studies today.

About the Author Cynthia Carter is Lecturer in Journalism, Media and Cultural Studies, Cardiff University. She is co-editor of *News, Gender and Power* (1998, with Gill Branston and Stuart Allan), *Environmental Risks and the Media* (2000, with Stuart Allan and Barbara Adam), and the forthcoming *Media and Gender Reader* (Open University Press, with Linda Steiner). She also co-edits the academic journal *Feminist Media Studies* with Lisa McLaughlin. C. Kay Weaver is Senior Lecturer in the Department of Management Communication, University of Waikato, New Zealand. She is a co-author of *Women Viewing Violence* (1992, with Philip Schlesinger, Rebecca Emerson Dobash and Russell P. Dobash). Her work has been published in the *Australian Journal of Communication*, *Continuum: Journal of Media and Cultural Studies*, *Management Communication Quarterly*, and *Media, Culture and Society*, as well as in a number of edited books. She is an associate editor of *Feminist Media Studies*.