

## The Role of National Media in Providing Information about Social Deviations

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### ABSTRACT

One of the unique characteristics of today's world is developing communication, particularly electronic communications which make the new society distinguished from former societies and lead society toward entering a new era of the Information Society and Communication.

Radio and television as the most effective mass media are responsible for building a better society by reinforcing positive norms, confidence-building, promoting public participation, developing public opinion, promoting and strengthening the role of social values, and promoting the knowledge and culture of society. This study used a qualitative approach (the Delphi method) and a survey method (questionnaires and interviews) to identify the perspectives and comments of media experts about the performance of the Islamic Republic of Iran Broadcasting (IRIB) in the field of social deviations and the factors that influence ventures with other media. In this paper we aim to provide a model for national media.

The findings show that there exists a significant relationship between news coverage and information broadcasting and public opinion about sovereignty, the level of public participation, crisis prevention, rumor reduction, creating an effective communication and achieving collective action in community, and the reduction of social problems. This correlation is considered a linear and weak correlation.

In addition, there is a weak inverse correlation between the accuracy, balance, and completeness of the news (the way information is broadcasted by IRIB) and the length of the news broadcast. However, the results indicate that there is no any significant relationship between the accurate and comprehensive media and increasing the number of people with a sense of security in society.

**KEY WORDS:** News goalkeepers, Social deviations, Radio and Television, Exaggeration, IRIB.

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### INTRODUCTION

Today's mass media have a deep influence on various aspects of social and political life through transmission of information about practically everything that happens on Earth. Some communication theorists believe that the world belongs to those who have a significant influence on the media (1,3). Hence, each country that depends on its media capacity is trying to reflect everything appropriate with their desired aspirations and wishes through such communications. In the mass communication era, everyday life is affected by this paradigm and it is hard to deny such a powerful variable in all fields of human life.

Modern media have become one of the most important political and cultural tools. Different classes receive information and daily news from the media and they understand and interpret news and information based of their education and experience (2,9). Radio, television, cinema, theater, newspapers, the Internet, and other mass media each in turn play an important role in increasing the awareness and knowledge of humankind. In fact, the media can strengthen or weaken social norms in the community. When a person loses his belief and conviction he will find his life in the truth that sets him free in such a way that implies him to emerge from his past obligations and limitations (13,27). If someone strongly believes that some behavior is a diversion then participation in such behavior is far from his notion (20,26). However many thinkers believe that the various internal and external causes for the occurrence of crimes stem from that diversion behavior influenced by media (12,23).

Recognizing the tremendous ability of mass media to form opinions, attitudes, and the behavior of individuals, communication experts have conducted several studies to assess the impact of media. These studies show that the mass media are able to threaten the intellectual and moral health sections of society by negative functions and violations of media ethics and can also stabilize the patterns of deviant behavior of society with an efficiency and power that can reduce the occurrence rate of social deviations (18,31,36).

### Research Problem Statement

Developing communication, particularly electronic communications, is one of the unique characteristics of today's world that make new society distinguishable from former societies. It leads society toward a new era of

Information Society and Communication. In such a society, the media and mass communications play a crucial role as a key element in communication. Among all the media tools and new technologies, mass media have the most social and cultural impacts upon society. These media have a profound contribution in the emergence of new habits, beliefs, and changes in the mood and behavior of humans, the development of world culture and closer communities and nations. Indeed, a quick look through human history shows that access to various types of information has never been easier than today and this trend is rapidly growing over time. Undoubtedly, mass media with their widely distributed publications of various messages every day play the most important role. The modern means for communications such as newspapers, radio, and television (with reports of current events of life, environment, and studying human thoughts and ideas) are responsible for developing and strengthening social ties and raising the level of knowledge and culture of individuals.

Among all the mass media, radio consistently ranks as the most popular means of media being used in most places. In recent years the capacity of radio waves has been increasing by more than a few times. In developing countries, radio is the only means of communication that can be called mass media for such regions (4,10,30). Compared to radio, television audiences can view and get deeper insight on what they see. There is some evidence that television requires less imagination because it is very visual and provides a wealth of content to the viewer. In other words, if newspapers and radio media are abstract and require imagination, television is the medium that makes everything tangible in the eyes of the viewer (6,8,25). Radio and television show news events and current developments several times daily. In all mass media including radio and television, news are selected from the hundreds and thousands of everyday events that occur in the world, through criteria such as news values, elements news, broadcast news priorities, news time, news summary, etc. Radio and television, according to their nature, shall be able to know their target audiences and link a series of the reasonably defined needs of audiences with media roles and responsibilities in news broadcasting.

Goalkeeper news is a term to describe the role of those who decide about the content of any mass media and how it should be presented. In practice, they are editors and chief editors in newspapers, and television and radio producers. In fact goalkeepers open the gate for some information and ideas that pass through their channel, and close the gate for the remaining where they are very selective and particular about the facts that are provided (23,29,31). This effort invites media representatives such as radio and television to the agreement and complies with the conditions that the respondent lives in (14,17,20). In the shadow of this reasonable link, the field of public trust arises to provide for the envisaged goals. Today's human needs for news and information in order to achieve greater prosperity, better living, and to satisfy curiosity, provide the mass media the power of forming images and shaping public opinion. Therefore, the media plays an important and outstanding role amongst the best sources for shaping the ideas and imagining of our environment and especially the events outside the reach of vision and direct experience (5,34,35).

In today's media developments, knowing the audience is considered such a valuable principle in the management of news. In addition, the media mission effectiveness, the methods and tools to influence the audience, the manipulation of public opinion, and the wise utilization of new communication technologies can help to improve the performance of media news management. If the news director is unable to know the influential audience, the audience can easily turn to other channels to receive the news that is needed. In addition to considering the distance and time of news, the use of new tactics such as vital and critical decisions related to the news are very important in news management. The highlighting process is similar to a large funnel in that a large number of threads pour into the open mouth of the funnel, but a small number of them raise the possibility for being media agenda. Hence the highlighting process needs a coordinated and integrated management, and organizational and national interests (13,15).

In our social life, radio and television play a crucial role. Radio and television are the most effective mass media and are responsible for: building a better society by reinforcing positive norms, confidence-building, promoting public participation, developing public opinion, promoting the knowledge and culture of society, and promoting and strengthening the role of social values. However radio and television, by promoting superstition anger, can create stagnation and lead to a decline of the cultural knowledge and attitude of society (11)

The term social deviation refers to behavior displaying deviation from social norms that is in conflict with a society or specific group of societal expectations. In other words, deviation refers to the act of jumping away and escaping from the norms of society whereby it includes some types such as primary deviations (i.e., the transient accidental individual deviation) and secondary deviations (i.e., individuals deviating from public opinion). A crime is any social deviation made punishable by law. Crimes are classified as crime, misdemeanor or felony, and weak misdemeanor dependent upon the severity of the punishment. Sociologists believe that crime or diversion is a social phenomenon that emerges from social causes raised by economic problems such as poverty, inflation, gravity, unemployment, addiction, life pressures, etc., whereby each of these components can convert an individual to an offender. In fact, a crime is an intentional and voluntary act against the law, which is impossible to support and forgive and the offender shall be arrested and punished by the government (9,24). Social damage is another part of

social deviation. It refers to an illegal and damaging collective or individual act which does not fit into the framework of ethical principles and the general rules of collective action whereby it is faced with legal restrictions and ethical and social encounters. In addition, the deviation dimensions and levels are different and the deviation variable is a relative matter. The variability and relativity of social damage is not caused by nature and the laws governing the historical process of their emergence and evolution. Most social damage such as addiction, aggression, prostitution, etc., has historical roots but the intensity and weaknesses of each of them is different in terms of time and the particular circumstances of each community (23,33).

According to the power, importance, and effectiveness of radio and television programs on the audiences' minds and their social and personal lives (which was mentioned before), we decided here to conduct research from communications experts on the influences of national media on the social deviations domain and social behavior. We then provide the results of our research in the form of a practical model for dissemination of information related to social deviations.

### **Theoretical study**

Walter Lippmann, political propaganda expert, stated that the mass media is the main connecting point between the events that happened in the world and the images of these events in our mind. He is the founder of highlighting research tradition in media. Although he did not use term highlighting, he believed that research on these processes has essentially elements of journalism (*Benjamin I.*, 1987). Forty years after the publication of "*Public Opinion*" by Walter Lippmann and 15 years after the effective debate of "*Lasvl*", the scientist *Bernard Cohen* (1963), inspired by and based on the initiative of Scott Snyder in 1960, developed the concept of highlighting. Cohen found that the press might not often succeed in telling people "what they think," but were mainly successful in telling readers that "about what they think." The first systematic study about the highlighting hypothesis in 1972 has been reported by "KambzMc" and "Shaw." "Kurt Lang" and "GladyzAyngrlnd" also have raised the issue of highlighting. They believe that the mass media drive public attention to particular issues where they always offer topics which indicate things that the mass should think about and have to know and feel. The study is also related to the interaction theory of spiral by "Tanbrg" which describes the interaction spiral of some network approaches. This theory states that communication and information sharing can lead to collective action and ensuring the achievement of objectives where they are probably not accessible in another way. In this research, the theoretical research template is located on the theory of highlighting.

### **Research hypotheses**

This section contains the hypotheses for this research:

1. There is a relationship between the reflection of news and information about social deviations from IRIB and the communication to achieve effective collective action in society.
2. There is a relationship between the reflection of news and information about social deviations from IRIB and sense of security in society.
3. There is a relationship between the reflection of news and information about social deviations from IRIB and the public opinion about sovereignty.
4. There is a relationship between the reflection of news and information about social deviations from IRIB and prevent crisis.
5. There is a relationship between IRIB news broadcasting methods and public trust.
6. There is a relationship between IRIB news broadcasting methods and the rate of public participation.
7. The IRIB news broadcasting methods can help increase social capital.
8. The IRIB news broadcasting methods can help reduce social problems.
9. There is a relationship between IRIB news broadcasting methods and reducing social deviations and rumors in society.
10. The management of Goalkeepers news in IRIB has reduced society's access to the right for information.
11. There is a relationship between IRIB news broadcasting methods and news highlighting.

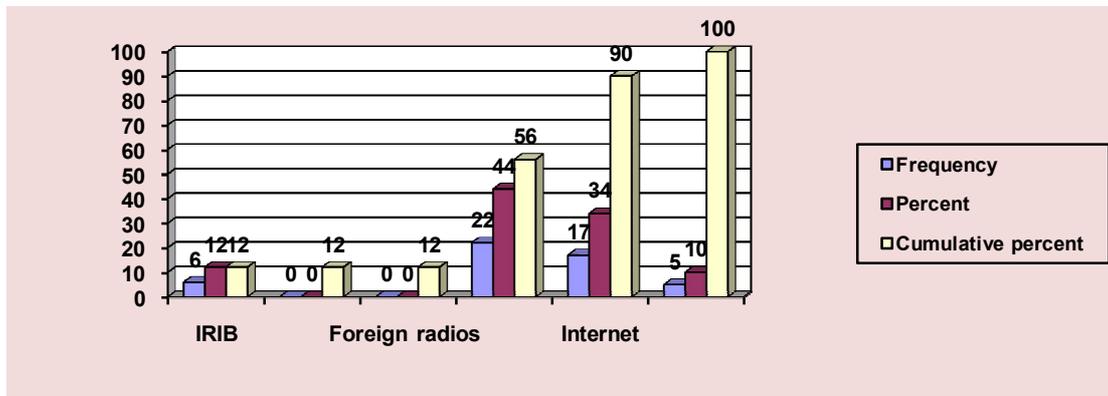
## **METHODOLOGY**

During this study we collected information through a questionnaire survey of 50 experts from the fields of communication sciences, sociology, and law. Cronbach's alpha calculated to measure the reliability and internal consistency of research tool was 0.79.

## Research variables

- **Participation**  
Participation is considered to be the involvement of individuals in society to increase social adjustment and strengthening social security which are the principles underlying the sustainable development of society. Using mass media to promote public awareness and motivation and using different methods of participation in the implementation stage are keys to ensuring public participation (*Patricia Moy et al.*, 2006).
- **Trust**  
Trust or distrust in news sources is the key factor for the effectiveness of the quantity and quality of news in audiences. There are many indicators of trust in the media that are required in closed continuous news and for news packages. The most important indicators include: honesty, speed, transparency, neutrality, full satisfaction of the audience, attractiveness, align with audience's needs for being objective and seeming real, being authentic, avoidance of negativism, purposefulness, avoidance of a reporting format, avoiding exaggeration and hyperbole, adjusting the definition of censorship, avoiding distortion, and avoiding conflicting information.
- **Rumor**  
Rumor is news received from unreliable and uncertain sources. It is evidence for the accuracy or inaccuracy of that news and should not be presented. The rumor topics mostly include events such as war, floods, disasters, price increases, political relations, economic issues, and stories related to famous people. Rumors essentially hollow can be fabricated, or they can be accompanied by pieces of truth in a halo with ambiguity (*K. K. Kawachi.*, 2008; *Kawachi et al.*, 2008).
- **Communicative action**  
Communication leads to joint actions, changes the environment, and improves the individuals' and groups' statuses. However, the use of communications will also facilitate the realization of other applications and begin a process that creates a spiral of identity, community, knowledge, double actions, and help individuals or groups to achieve their goals while under favorable conditions.
- **Crisis**  
Some scholars define a crisis as pressure, anxiety, tragedy, violence, or a dangerous or violent possible opportunity. According to the social sciences, a crisis is the severe disorder of mass balance in a group in which the elements of harmony are lost.
- **Social capital**  
Social capital is considered to be a source for "collective action" and it also acts as the resource for recognition and attention to public, community, and political affairs including the norms of trust (e.g., public/generalized trust or institutional/civil trust), mutual trade, and behaviors that act within the social networks. In fact, social capital is an infrastructure element of networks and formal/informal participation. The results of social capital within a network include a set of collective actions in different forms and sizes. Factors associated with the level of social capital in Iran, ordered by importance, include religious commitment, education, the formal participation of family members, age, sex, religion, and belief.
- **Security**  
Security is considered a degree of protection against risk and liability.
- **Sovereignty**  
For the first time "*Jean-body*" in the seventeenth century used sovereignty in the rule of law and political science literature and tried to theorize it. In fact, sovereignty is a rule, an adjective, or a dominant character. Because the term sovereignty has been defined simultaneously with the collapse of feudalist governments and the presence of many princes in a land, it refers to the person who forces everyone to obey him. When this form of sovereignty in political literature came into existence, its origin was the power and authority under the king or ruler; but around the French Revolution, the concept of the Sovereign changed from the king to the people and indeed mankind can apply higher authority because the source of authority is of the people and also the results return to the people whereby guidance, control, and the benefits also belong to the people. This type of sovereignty is called "national sovereignty."
- **Highlighting**  
Highlighting indicates giving priority to the subjects in a segment of space or time in the news bulletin.

**RESEARCH RESULTS**



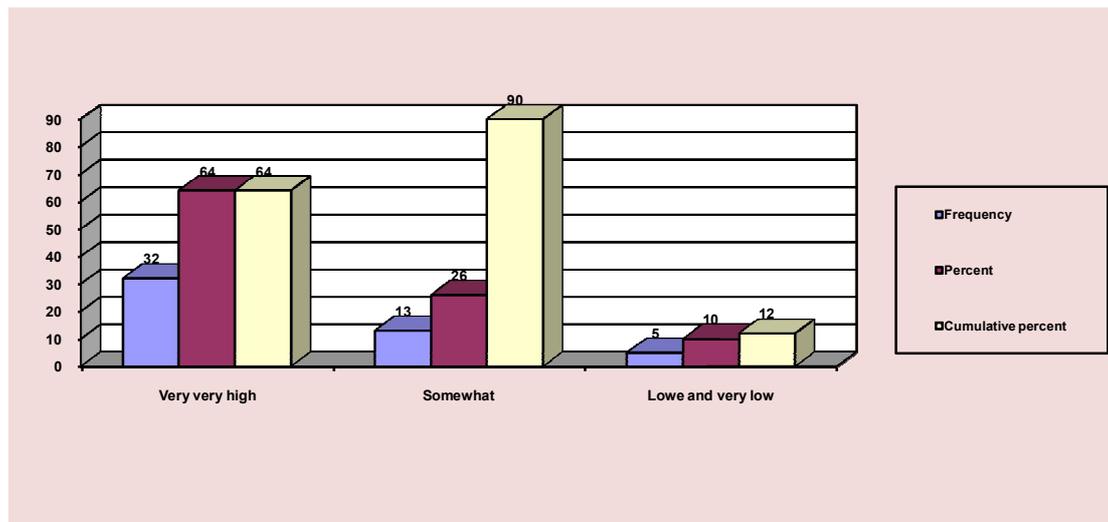
**Chart 1 – Frequency distribution of trust in the media**

Chart 1 shows that 44% of respondents have chosen to trust the press. The internet was second at 34 %, and IRIB was third. These results indicate that television is a common source of information and social deviation news has less acceptance amongst experts.

**Table 1 - Frequency distribution of the attraction to distribute the information within the specific media frameworks and boundaries**

Medium	Frequency	Percentage	Cumulative percentage
RIB(TV)	16	32	32
IRIB(Radio)	10	20	52
Foreign radios	5	10	62
Press	8	16	78
Internet	6	12	90
Satellite	5	10	100
Total	50	100	-

Based on the results shown in Table 1, it is apparent that IRIB (TV) with 32%, IRIB (Radio) with 20%, and the press with 16% in the reflection of news and information about social deviations have a greater tendency to spread information within specific frameworks and boundaries. This indicates that tighter management and goalkeepers are applied to the contents of news distributed from the media.



**Chart 2 – Frequency distribution of comprehensiveness and accuracy in media in the reflection of news and information about social deviations**

Chart 2 shows internet with 24% and press and satellite each with 22% have had higher comprehensive and accuracy in the reflection of news and information about social deviations. IRIB with 18% is in rank four. One way of attracting and keeping audiences is by paying attention to the needs of their vision of the news is to comprehensively and carefully prepare and present news and information; this is to be considered as the most basic of journalistic principles and techniques.

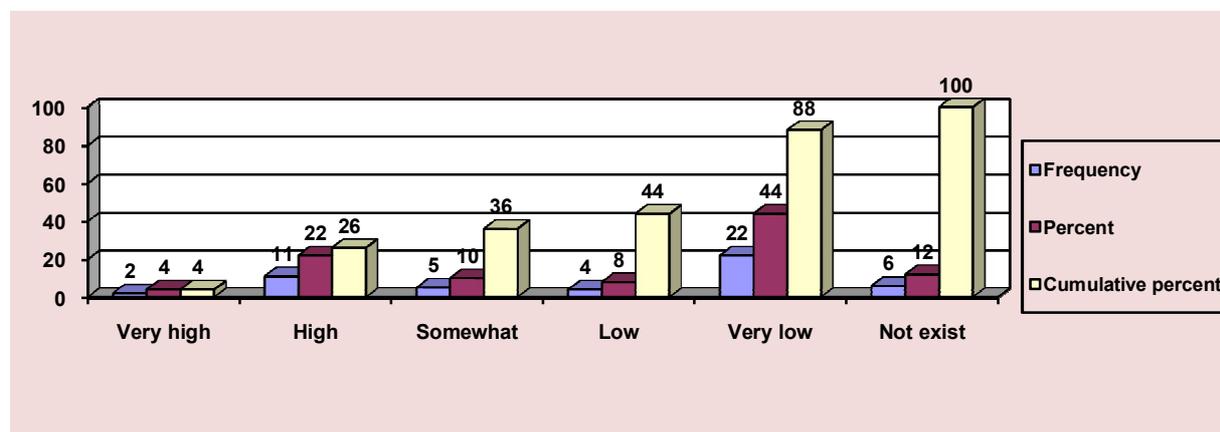


Chart 3 – Frequency distribution of trust in IRIB in the reflection of news and information about social deviations

Chart 3 shows that the level of public trust in IRIB in the reflection of social deviations news with 64% evaluated as very high and high and with 26% evaluated as somewhat. These results confirm that the process of IRIB attracting public trust to the presentation of social deviation news has been successful.

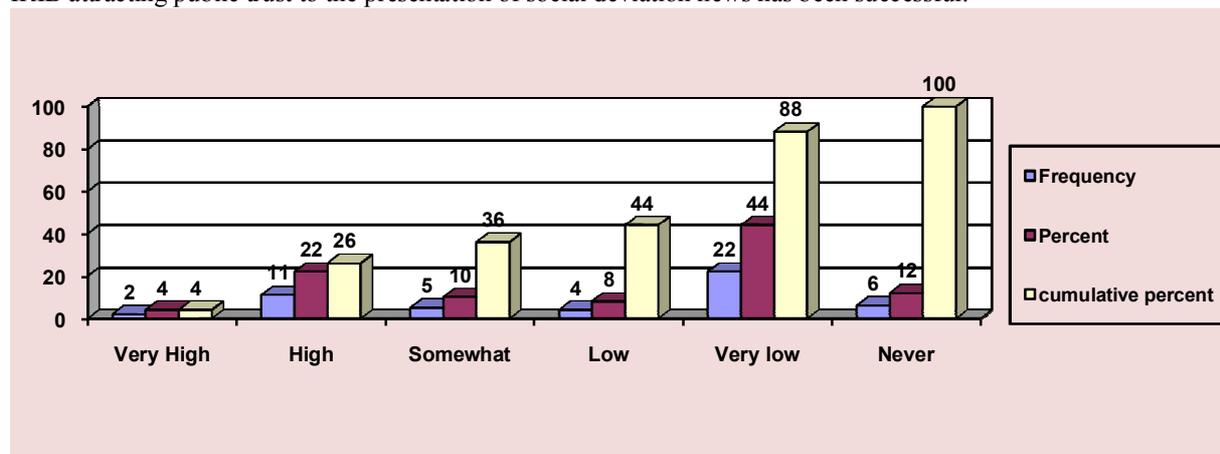


Chart 4 – Frequency distribution of information and social deviations news velocity from IRIB

Chart 4 shows a comparison of velocity of the reflection of news and information about social deviations from IRIB with other media, 44% were evaluated at very low. Hence more attention to the velocity of information and news along with precision and recall increases the number of national media audiences.

Table 2 – Frequency distribution of the reflection of news and information about social deviations from IRIB and the level of public trust in the sovereignty

Level of trust in the government	Frequency	Percentage	cumulative percentage
Very high and high	31	62	62
Somewhat	14	28	90
Low and very low	5	10	100
Total	50	100	-

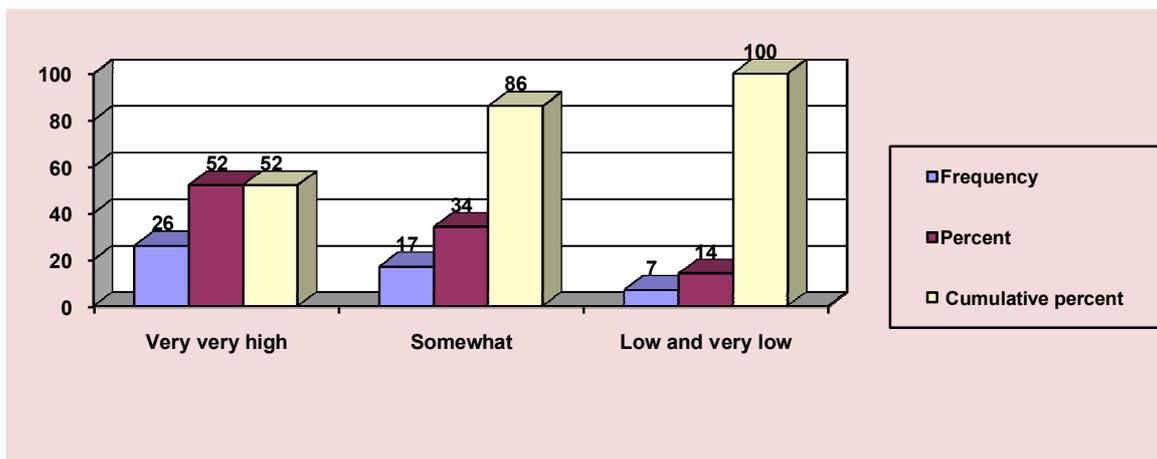
Results from Table 2 show the relationship between the reflection of news and information about social deviations from IRIB and the level of public trust in sovereignty is 62% which is evaluated very high. Today people

live in the community that social deviations are observed or discovered through their relatives and trusted friends. Studying these issues will lead audiences to the conclusion that the leaders also observe deviations and they are responsible to plan for reducing and removing deviations to increase the level of public trust in sovereignty.

**Table 3 - Frequency distribution of the reflection of news and information about social deviations from IRIB and the its role in preventing crisis**

Rate to prevent crisis	Frequency	Percentage	Cumulative percentage
Very high and high	29	58	58
Somewhat	17	34	92
Low and very low	4	8	100
<b>Total</b>	<b>50</b>	<b>100</b>	<b>-</b>

Table 3 shows the role of the reflection of news and information about social deviations from IRIB in preventing crisis is 58% which is evaluated very high. Crisis means the possibility of pressure, anxiety, tragedy, violence, dangerous or violent opportunity in the society. In the conditions of severe disturbance to both mass and mass balance cast, reflection of news and information about social deviations and the way officials dealing with their agents from IRIB lead to pervasive media calm in the audience and prevents the occurrence of crisis.



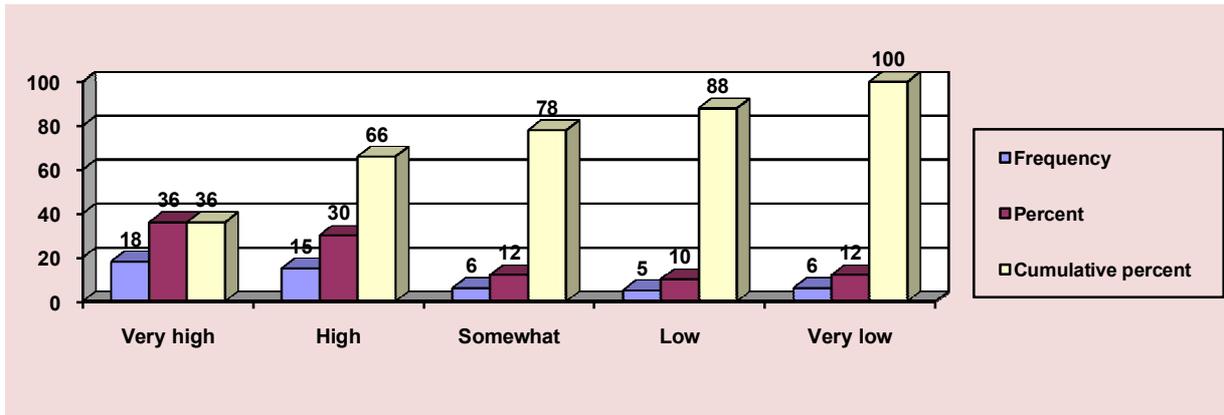
**Chart 5 - Frequency distribution of the reflection of news and information about social deviations from IRIB and the level of public participation**

Chart 5 shows the role of IRIB in promoting public participation through the reflection of news and information about social deviations is 52% which is evaluated high. The first condition of public participation is awareness, thus IRIB with publishing content related to social deviations, and professionally evaluates causes of social deviations, has been able to encourage audience participation.

**Table 4 - Frequency distribution of the reflection of news and information about social deviations from IRIB and rumors reduction**

Rumors reduction	Frequency	Percentage	Cumulative percentage for rumor reduction
Very high and high	42	84	84
Somewhat	5	10	94
Low and very low	3	6	100
<b>Total</b>	<b>50</b>	<b>100</b>	<b>-</b>

Results in Table 4 shows the role of IRIB in reducing rumor through the reflection of news and information about social deviations is 84% which are evaluated very high. A rumor is defined here as information that is incomplete or unrealizable. Thus the reflection of the social deviation news prevents society from establishing rumors in society and avoid fueling events to become enlarged.



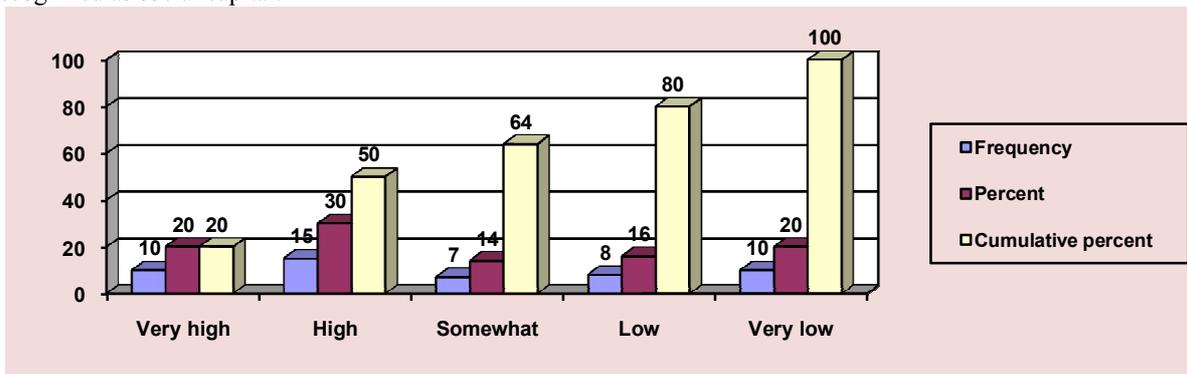
**Chart 6 - Frequency distribution of the reflection of news and information about social deviations from IRIB and create an effective communication and achieve collective action in community**

Chart 6 shows the role of IRIB in communication and effective action to achieve social through the reflection of news and information about social deviations is 36% which is evaluated very high and 30% is evaluated high. The fact that the element of trust in relation to media success is effective, therefore being a low trust of audiences to IRIB, is the result of selectively broadcasted news and information.

**Table 5 - Frequency distribution of the reflection of news and information about social deviations from IRIB and increasing social capital**

Increase capital social investment	Frequency	Percentage	Cumulative percentage
Very high and high	28	56	56
Somewhat	16	32	88
Low and very low-	6	12	100
Total	50	100	-

Results in Table 5 show the role of IRIB in increasing public awareness of social capital through the reflection of news and information about social deviations is 56% which is evaluated very high. A basic and important element in understanding is knowledge whereby through the right knowledge the active individuals in the community will be recognized as social capital.



**Chart 7 - Frequency distribution of the reflection of news and information about social deviations from IRIB and reduction of social problems**

Chart 7 shows the role of IRIB in reducing social problems through the reflection of news and information about social deviations is 30% which is evaluated very high, 20% is evaluated high and 20% very low. Information and awareness programs in addition to research programs lead to reductions in social deviations and problems.

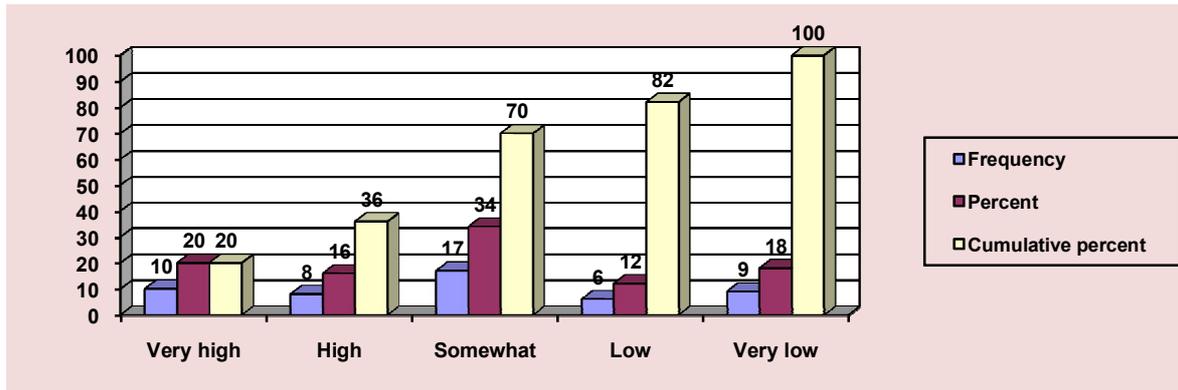


Chart 8 - Frequency distribution of the reflection of news and information about social deviations from IRIB and information management

Chart 8 shows the role of IRIB in information management through the reflection of news and information about social deviations is 34% and 20% is evaluated very high. Ordering and reflection of information and news related to social deviations from IRIB was not very good and it is essential for administrators to pay more attention to this media.

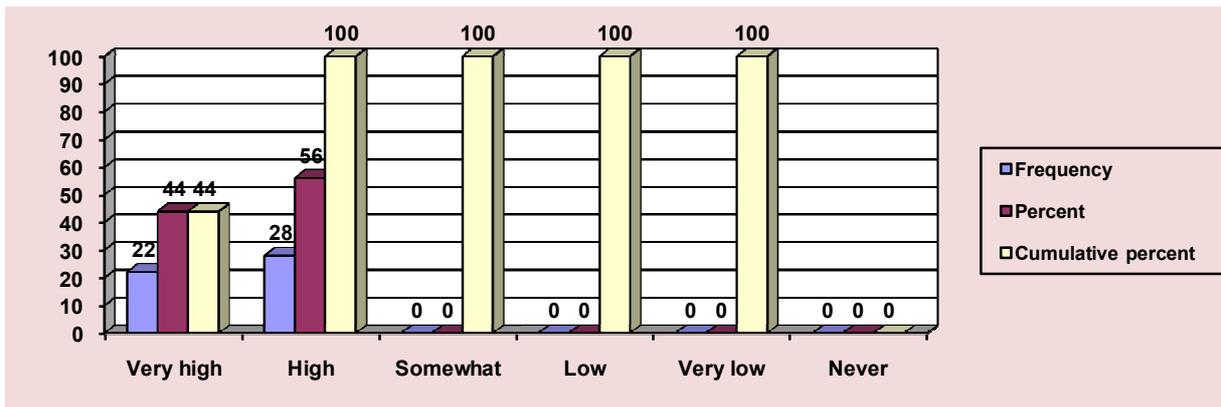


Chart 9 - Frequency distribution of honest and clear reflection of news and information about social deviations from IRIB

Chart 9 shows that the level of honest reflection of social deviations news from the IRIB is 56% which is evaluated high and 44% is evaluated very high.

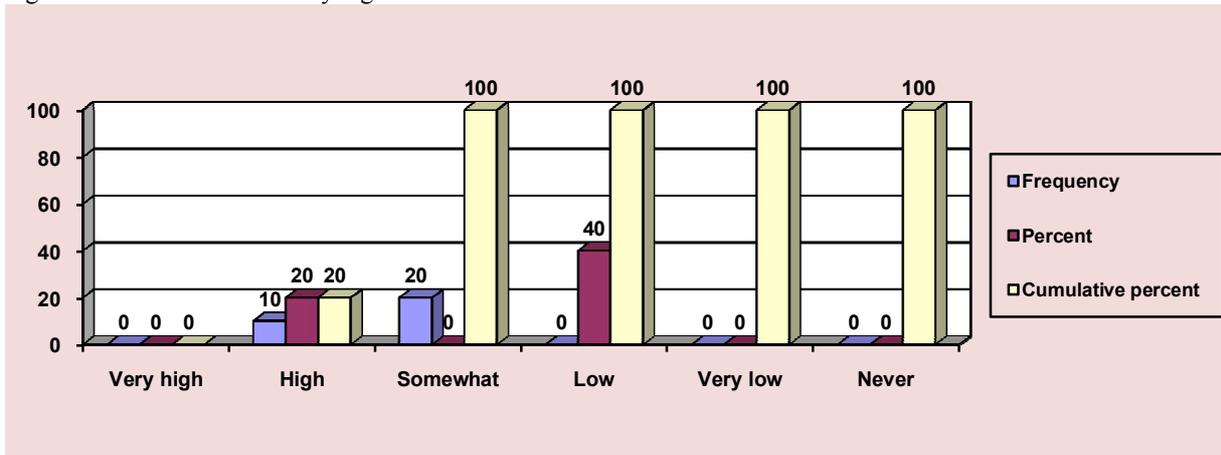


Chart 10 - Frequency distribution of the reflection of news and information about social deviations from IRIB and the officials charged with mismanagement

Chart 10 shows the relationship between low work charges and mismanagement by officials and the reflection of news and information about social deviations from IRIB is 40% which is evaluated somewhat and 40% is evaluated low. Because audiences are aware of deviations in the community, if deviations are reflected along with preventive measures of official offender or the results of offender punishment, the public opinion will not move toward the official mismanagement.

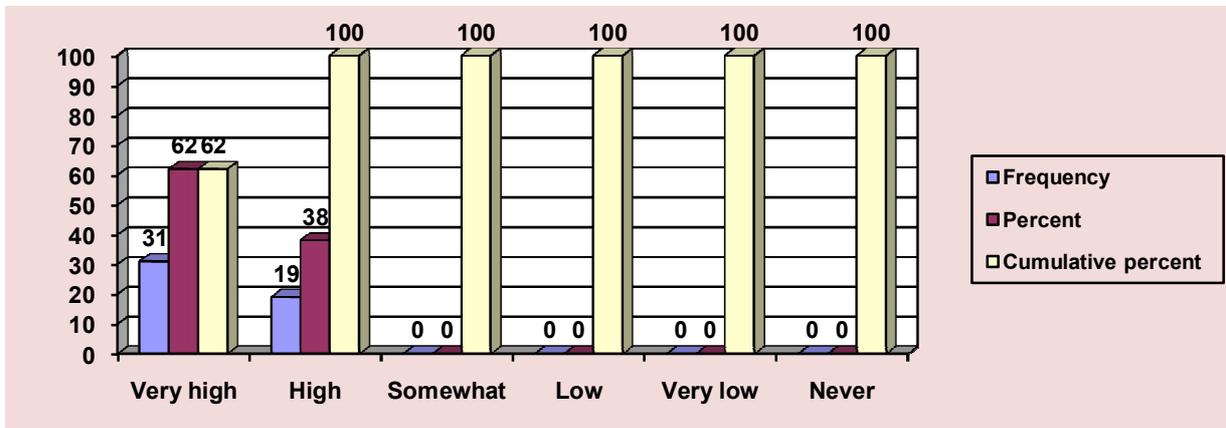


Chart 11 - Frequency distribution of the reflection of news and information about social deviations from IRIB and the credibility of foreign sources among the people

Chart 11 shows the relationship between the credibility of foreign sources among the people. The reflection of news and information about social deviations from IRIB is 62% which is evaluated very high and 38% which is evaluated high. This means that audiences will not remain unaware of their news needs and they will receive the information and news that need from other sources if TV does not show it.

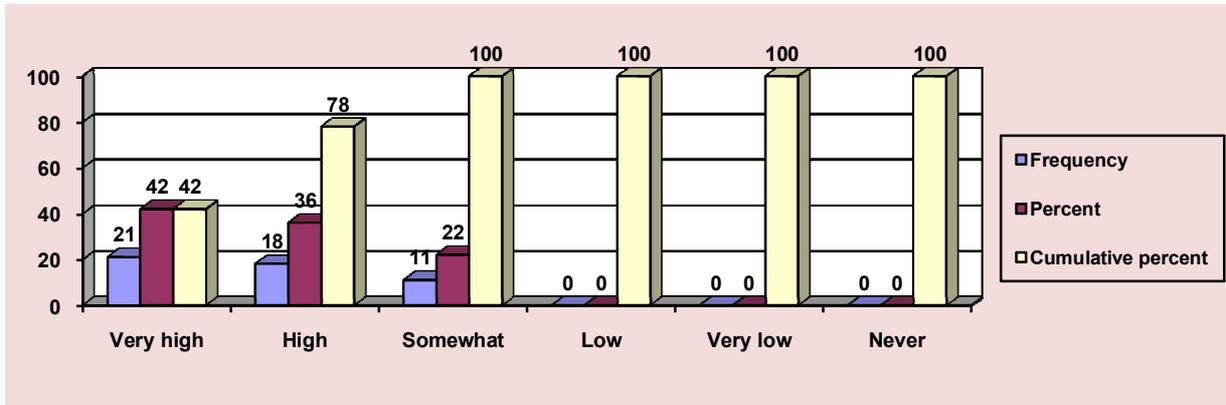


Chart 12 - Frequency distribution of the reflection of news and information about social deviations from IRIB and improving social disorders

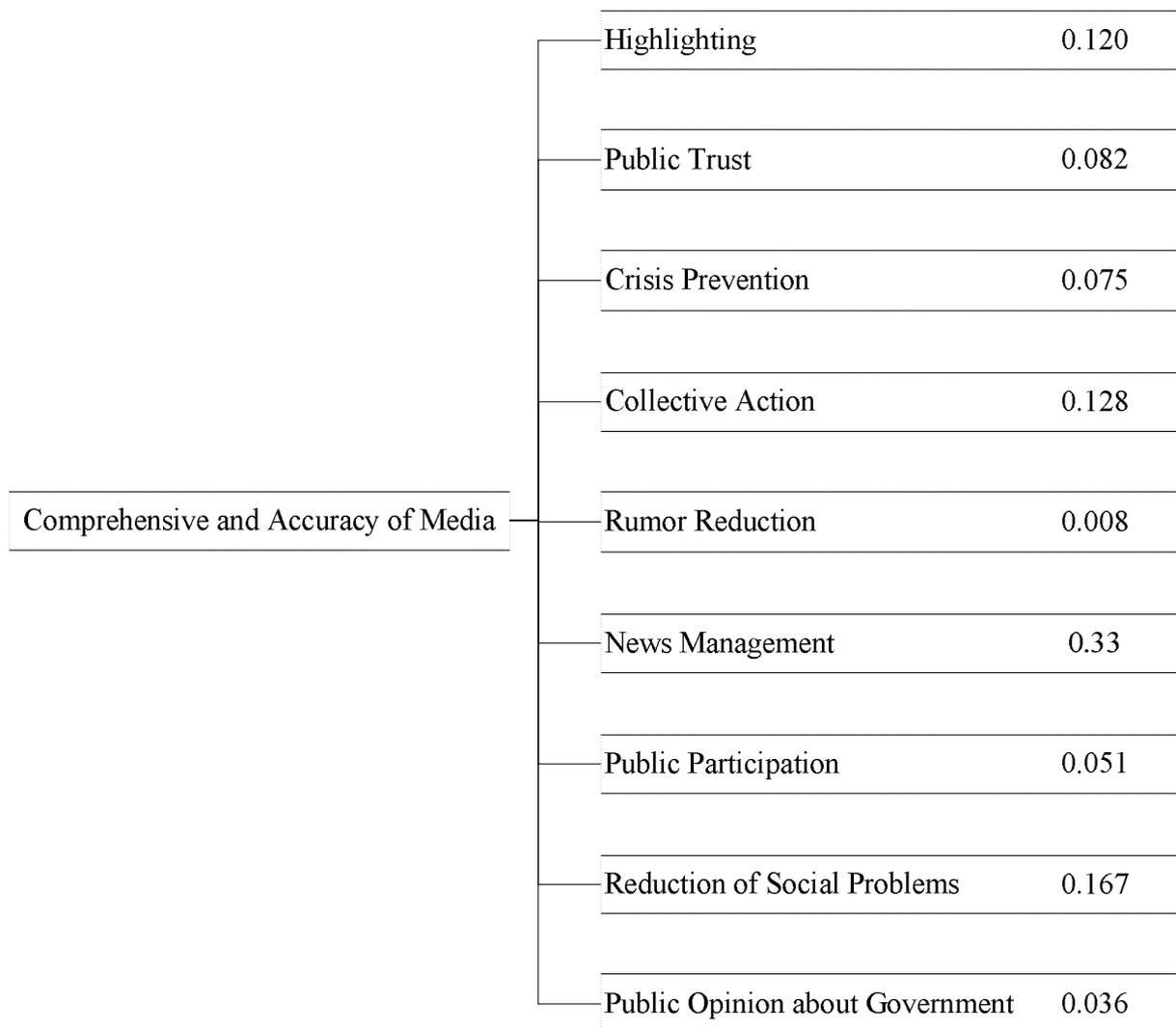
Chart 12 shows the relationship between the reflection of news and information about social deviations from IRIB and improving social disorders is 42% which is evaluated very high and 36 % is evaluated high. This means using correct and purposeful public broadcasting and media capabilities and its abilities is causing disorders correction.

**Testing of Hypothesis**

This section determines the relationship between the variables of K square coefficients, and if their relationship exists, Spearman has been used to determine the severity and relationship direction. The overall results in the following table have been inserted.

**Table 6 - Study in the relationship between media comprehensiveness and accuracy within each of the variables**

Variables	Significance	Related to the intensity and direction
Create effective communication and achieve collective action in community	There are significant differences	Direct - Poor
Feeling of security in society	There is no significant difference	---
Public opinion about the government	There are significant differences	Direct - Poor
Crisis prevention	There are significant differences	Direct - poor
Level of trust in people	There are significant differences	Direct - Poor
Participation rate of people	There are significant differences	Direct - Poor
Increase the number of People aware of social capital	There is no significant difference	---
Reduction of Social Problems	There are significant differences	Direct - Poor
Reduction of rumors	There are significant differences	Direct - Poor
Goalkeepers management news broadcast	There are significant differences	Direct - Poor
News highlighting	There are significant differences	Reverse - Poor



**Figure 1: Structural model of relationship between comprehensiveness and accuracy of media with each variable**

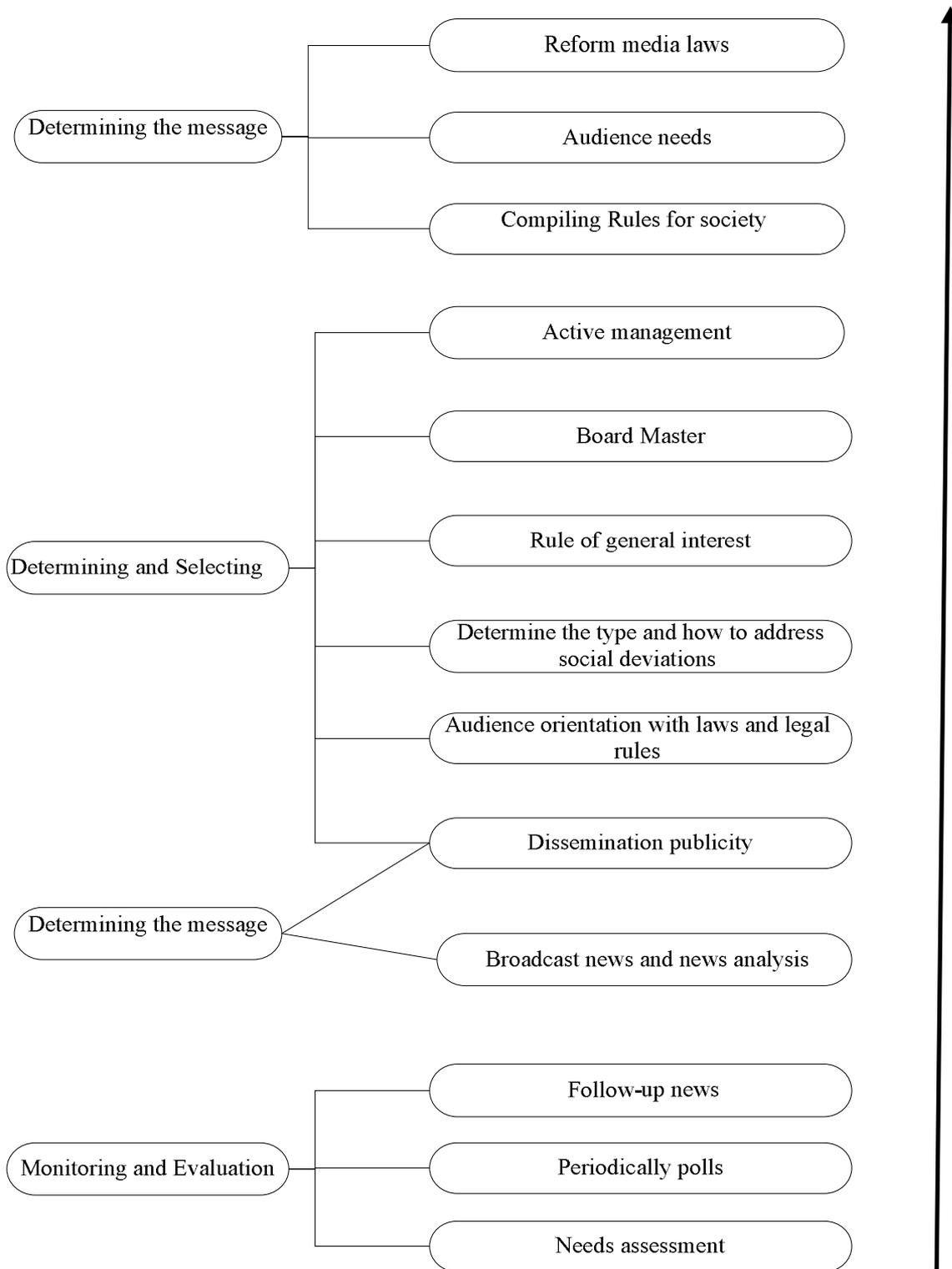


Figure 2: Design of model for providing news and information, social deviations

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