

Candidate 3 evidence

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1	<p>Media content is often criticised for influencing attitudes and behaviour, whether intentionally or unintentionally. Though often, the producers of the content argue that they are simply meeting their audiences needs.</p>
	<p>'Buffy the Vampire Slayer' was a popular teen drama/horror series that was produced by 20th Century Fox in the 1990s. 20th Century Fox claimed its intentions were purely to meet the needs of its audience - and in 'Buffy's' case this was to entertain. In order to achieve their aim of entertaining its audience, the producers frequently discussed themes in the show that were deemed as controversial and challenged challenged the norms of TV.</p>

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	<p>One significant thing the producers included in the show was the challenging of stereotypes. Buffy, our main character is portrayed as being ^{American} being a blonde, attractive popular college student. But instead of following the stereotype that occurs frequently in the horror and drama genres where the blonde girl is stereotypically unintelligent, incapable, vulnerable and in need of saving, Buffy is presented as being the heroine, she is strong, highly intelligent and studious and able to use violence ^{violence} to effectively fight off monsters. This challenges ^{the} stereotypes of females, ^{in media context} and while 20th Century Fox claim this is an attempt to entertain its audience by including something different from other TV shows during this time period, it has</p>

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	<p>been frequently criticised for influencing attitudes and behaviours as many felt this programme was advanced ahead of its time and portrayed women on an unrealistic light as being physically capable of fighting off men and for suggesting that intelligent people can still use violence in against others, which would not normally be considered ^{considered} acceptable in modern American society.</p>
	<p>Due to the nature of the 'Buffy the Vampire Slayer' series, it falls under the horror ser genre, and therefore often fight scenes are used where Buffy fights (and kills) Monsters who she views as a threat. In the sweep episode of 'Hush', Buffy is shown fighting off the Gentlemen</p>

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	<p>by using violent and militant actions such as punching, kicking and shooting arrows from a cross-bow. While the producers argue 'action sequences' such as this are simply used to entertain and excite the audience, as the action makes it more exciting for ^{and} involving for the audience, also attracting a wider target-audience as generally it is the male audience who would be attracted to scenes such as this, the producers have in fact been heavily criticised for its use of violence, ^{and depiction} as it suggests to its audience that violence is in fact acceptable, often unintentionally influencing their attitudes and behaviours, is potentially increasing people's violent tendencies towards against others. Furthermore, Buffy, usually the perpetrator of violence, is</p>

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	<p>presented as being your ^{average} normal American college ^{teenage} girl', again normalising the use of violence and negatively influencing its audiences attitudes towards believing that violence is acceptable. The TV shows targeted audience starts as young as 15 year olds, making them more impressionable, and ^{and} with media content, ^{and more likely to have} more ^{on} like ^{influence} their attitudes and behaviours.</p>
	<p>Similarly, Netflix's teen drama series 'Thirteen Reasons Why' has been criticised for influencing attitudes and behaviours, however the producers claim they were simply meeting the needs of their audience. Netflix is a ^{media} streaming provider which was first established in 1997, and has since become</p>

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	<p>a international organisation with over 139 million paid subscribers. It offers an online streaming library of movies and TV shows including its in-house productions. 'Thirteen Reasons Why', is an in-house series which Netflix claimed was to released entirely to meet the needs of their audience - both to entertain and raise awareness of the issues of mental health in American high schools. Netflix claims the series is a public service attempt at portraying ^{the} mental health issues faced by modern-day American teens. With suicide being the second most common cause of death for American teenagers it is evident there is a mental health crisis, however netflix cannot claim that they were simply meeting the needs of their audience as their influence on peoples attitudes</p>

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	and behaviours had a catastrophic impact.	
	In the last episode of the first series,	
	our protagonist, Hannah Baker, is shown	
	getting into her bath in old clothes, taking	
	a stolen razor to both her wrists and	
	slitting them, followed by her parents	
	coming home to find the body of their	
	only daughter floating in a pool of her	
	own blood. The scene is undeniably	
	haunting and memorable - certainly	
	raising awareness for mental health, however	
	the whole scene was depicted so insensitively	
	that many deemed it as 'unsafe'	
	and 'triggering' for its target audience	
	of 17-25 year olds, and ^{as} it had	
	the dangerous potential to negatively	
	influence their attitudes and behaviours.	

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	<p>Despite being told by <u>many</u> mental health charities and support groups not to include any scenes of ^{the actual} a suicide, ^{itself} Netflix chose to ignore this advice with the excuse they were simply 'meeting their audiences needs'. Following the release of the first series in 2017, the US suicide rate increased by 21%, and it's possible that the unintentional influence of the Hannah's suicide on peoples attitudes and behaviours impacted these statistics.</p>
	<p>Across America, several high school students completed 'copy-cat suicides', where they killed themselves the ^{exact same} way Hannah did, leaving tapes of them blaming the people she ^{their} on her life for ^{them} hating her and not helping them, just</p>

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<p>as Hannah Baker had done. This is clear that the scene depicting Hannah's suicide had unintentionally influenced attitudes and behaviours toward mental health, presenting suicide as a viable option and being able to blame others for your death. While Netflix claimed it was simply meeting the needs of its audience - to educate about mental health, it had in fact failed to depict it sensitively and ^{therefore} unintentionally negatively influenced the behaviour of some ^{some} of its audience, ending in fatal consequences.</p>	
<p>In contrast to this, the the BBC documentary 'KICK: Fight for white supremacy' producer, Dan Murdoch claimed this documentary was purely produced to meet the needs of its</p>	

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	<p>audience, which in this case was the educate about a sector of the modern day KKK. While the documentary undoubtedly did meet its audience needs, it has been frequently criticised for unintentionally influencing attitudes towards white supremacy, increasing a sense of racism and xenophobia following the show's release. One scene in the documentary depicts a members home, where other members reside occasionally in times of need. Somewhat disturbingly, the scene creates a sense of the community and family and home within the Klan which unintentionally influenced many's attitudes towards the KKK - the were ^{were} being portrayed as human instead of the monsters many ^{expected them} appeared to be. This unintentional influence on attitudes is undeniably negative as it presents ^{the} Klan as being ^{somewhat} more despicable as it appears to be a loving community.</p>