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According to many studies regarding the exposure to media violence, aggression is increased by desensitizing viewers to the sight of blood, gore and the impact of violence in the real world. The increase of television and videogame violence has led many to theorize that frequent and prolonged exposure to such acts will desensitize some children and cause them to develop more aggressive traits. Those that doubt the link between media violence and increased desensitization believe that the notion of people already having aggressive personalities is often ignored.

A Mediascope study conducted in 1996 states that 54% of children in the United States have a television in their bedroom. In addition, children reportedly spend more time watching television than on their schoolwork. The average children's programming contains about twenty violent scenes per hour. Opponents of media violence believe that those exposed to a lot of violent images run the risk of becoming victims of violence.

Ultimately, the cause of violent behavior depends on several factors such as, psychiatric disorders, social environments, education, and substance abuse. Many researchers concerned with media violence believe that fantasy violence results in real-world violence. However, they ignore statistics that show juvenile violent crime arrests have continued to drop over the past twelve years. In addition, the same is true for violent crime among the general population in the United States.

Recent crime statistics support the notion that violent content does not necessarily turn children into aggressive adults. In research conducted by Bruce Bartholow on avid videogame fans, brain activity referred to as P300 was measured to reflect how a person reacted emotionally to an image. Players exposed to violent video games experienced small and delayed responses to sadistic and disturbing images. In addition, fans of violent video games were more likely to issue severe "punishments" to other gamers during play.

In the early 1990s, videogame developers announced they would include ratings on their products in efforts to inform parents of any violent content. In addition, the broadcast industry created panels to measure and conduct reports on violence in programming. During recent years, various rating systems and locking devices such as the V-chip have emerged as popular ways for parents to monitor the media content of their children. However, even though new television sets are required to be equipped with a parental control-like feature, most parents are not aware of the ratings guidelines established by V-chip technology.

The FCC recently suggested extending governmental supervision to cable and satellite channels by banning shows from time slots when children might be watching. The FCC

also proposed forcing cable and satellite providers to offer "a la carte" service allowing subscribers to select the channels they want in their homes. Such a drastic efforts to monitor violence on television by the FCC makes it obvious that channel blocking technology and rating systems have not been widely successful. In order for V-chips to be effective, they need to be used and only an estimated twelve percent of parents report regularly using the V-chip feature or channel blockers. Ultimately, V-chip technology and channel blockers are not a suitable substitute for actual parental guidance.

Media is embedded in every area of our lives, therefore simply blocking out one method of consumption is not an effective method of eliminating violent images. Parents currently have an unprecedented amount of control over the type of media their children consume. However, parents do have cause to be concerned about the content their children watch because overall violent incidents have increased on all broadcast networks.

Even though violence on television has dramatically increased, a 2006 Department of Justice reports states that overall violent arrests have declined "to a level not seen since at least the 1970s." However, these figures seem to be of no concern to the FCC. Currently, broadcast networks and cable providers are conducting a \$300-million campaign to educate parents about the V-chip and channel blocking technology to appease the government.