

Traditional Values versus Media Values

“Every culture needs some system to remind its members of its values.”

Mass media are part of our value-reminder system. The question is who decides which values are important? Mass media culture teaches some values and ignores others. Here are two lists of values. Examine them and compare:

TRADITIONAL VALUES

**Wisdom
Stability, tradition
Age
Quality
Beauty
Maintain, treasure, re-use
Contemplation
Slow pace
Simplicity
Smallness, personal
Cooperate with nature**

MEDIA VALUES

**Cleverness
Newness, novelty
Youth
Quantity
Glamour
Replace, throw away
Action
Speed, efficiency, schedules
Technology, complexity
Huge, impersonal
Conquer nature**

Use the Constructive Response format to answer the following questions. Show the reader your ideas. This assignment is due next class period.

- 1. Explain how media values differ from traditional values. Show how cleverness is different from wisdom. Show how glamour is different from beauty. Explain how contemplation is different from action.**
- 2. Explain some of the many reasons why our society often stresses “media values” rather than “traditional values.”**
- 3. Give some examples of current trends in our lifestyle in which media values are replacing traditional values. Give some examples of more traditional values that are making a “comeback.”**
- 4. Add some of your own ideas to the above lists: Traditional values vs. media values. Give two examples of each and explain the differences.**