

УДК617.57-77

Iryna Demidenko<sup>1</sup>, Tatyana Suvorova<sup>2</sup>

<sup>1</sup>student of group E-419a National University "Zaporizhzhia Polytechnic"

<sup>2</sup>senior teacher National University "Zaporizhzhia Polytechnic"

### **MEAN WORLD SYNDROM**

Remember when you last viewed the news. Did you feel well after? Increasingly, a revised news release has nothing but pessimism, fear, and an inability to appreciate reality. You felt more frightened, angry, cynical and hopeless.

News coverage has evolved over the years to compete with entertainment ratings for television ratings. As a result, they tend to turn danger and offense into a sensation, triggering fear and negative emotions.

George Gerbner's work has shown that scenes of violence in news and entertainment convince viewers that the world is more dangerous than it really is. This influence of the media is called "Mean World Syndrome"

Gerbner's research has shown that growing up on content with scenes of violence and cruelty has three consequences, collectively known as the "Mean World Syndrome."

The Mean world syndrome is a cognitive bias when people perceive the world as more dangerous than it actually is because of the long-term, moderate, or severe impact of violence-related content in the media, namely television.

Programming heightens people's frights, fears, and paranoia.

And those who are convinced that the outside world is an extremely dangerous and unpredictable place, feel not only a heightened sense of insecurity. Gerbner found that they were more likely to see violence as a solution to problems, rather than as a cause and effect of legitimate action. Fear also causes them to accept rigid political and social attitudes.

When Gerbner testified before a congressional subcommittee in 1981, he said, "And gullible people are more dependent, easier to manipulate and control, more susceptible to deceptive and cruel measures."

The sheer amount of violence on television can normalize aggressive behavior and make viewers devoid of sensitivity. The mind, as Gerbner says, becomes "militarized." The more dangerous the media shows our world, the more we believe in them. We are beginning to fear and worry, more dependent on the government, and take other precautions, such as moving to closed communities and supporting the death penalty. Gerbner writes: "Growing up in a culture full of violence gives rise to aggression in some and desensitization, lack of security, distrust and anger in the majority. The punitive and vengeful actions against the dark forces in the evil world look attractive, especially when presented as a quick way to solve a problem and reinforce our sense of control and security. "

Earlier, when Gerbner did much of his analysis, the media was a less quiet place. We now have 24/7 access to TV channels, movies and online content. At present, 34% of news in regional media in Ukraine is about crimes. At the same time, the Ukrainian Broadcasting Law states that the use of broadcasting for any of the following purposes should be prohibited: to portray any violence without cause, broadcast programs or snippets that may impair the physical or mental, moral development of children and adolescents.

How not to become a victim of the Mean World Syndrome:

1. Get your news from sources that meet the highest standards of journalism.
2. Consider expanding your information field by getting news from verified sources.
3. Make media literacy a priority.
4. Balance your information with some inspirational sources.
5. Prefer news and magazines that highlight people who are working for positive change.
6. Try to spend one day a week without media and electronic devices.
7. Pay more attention to live communication.