

PEOPLE'S DEMOCRATIC REPUBLIC OF ALGERIA
MINISTRY OF HIGHER EDUCATION AND SCIENTIFIC RESEARCH
AMMAR TELIDJI UNIVERSITY – LAGHOUAT
FACULTY OF LETTERS AND FOREIGN LANGUAGES
DEPARTMENT OF LETTERS AND ENGLISH LANGUAGE



An Investigation of the Role of Media Propaganda in Shaping Public Opinion in Modern America

Case Study: Perception of the LGBTQ Community

A dissertation submitted in partial fulfilment of the requirements for the degree of master's in literature and civilization

By:

Abdelbaki Benghechoua

Ayyoub Benhacine

Supervised by:

Mr. Ahmed Mihoubi

Board of Examiners:

- University of Laghouat (President)
- University of Laghouat (Supervisor)
- University of Laghouat (Examiner)

Academic Year

2023/2024

Acknowledgements

We would like to express our deepest gratitude to Allah for His blessings and guidance throughout our journey. Our success is a testament to His grace and support. We are also grateful to our mentor,

Mr. Mihoubi Ahmed, for his valuable advice and encouragement.

Dedication

We dedicate this thesis to our parents and families.

Your consistent support and motivation have been the beacon of light throughout our academic path. Without your love and faith in us, our accomplishments would not have been attainable. We appreciate your presence and guidance at every stage of our journey.

Abstract

The study aims to examine how the media played a crucial role in potentially altering public opinion to accept the LGTBQ community. This study explores the media's approaches to the LGBTQ issue in American society using Chomsky's propaganda model. The research analyzes media strategies and content that have influenced public perception through a methodological application of Chomsky's framework. The results indicate that the propaganda model remains relevant and effective in today's world. The results indicate that media campaigns and strategic narrative construction have significantly shifted public opinion towards an increased acceptance of the LGBTQ community. This shift is a further demonstration of the level of power that the media wields in influencing social attitudes and beliefs.

KEYWORDS: LGBTQ, Propaganda, Acceptance, Media, Influence, Power, Public Perception, Community, Chomsky, America, Society.

III

Table of Contents

Acknowledgments.....	I
Dedication.....	II
Abstract.....	III
Table of Contents.....	IV
General Introduction	1
Chapter One: Comprehending Society through Social Norms and Propaganda	6
Introduction.....	7
1.1. Historical Overview of Social Norms.....	7
1.2. The Shift of Social Norms	8
1.3. The Role of Media on public opinion	9
1.4. The Impact of Media on Parenting	10
1.4.1. The influence of Media on Children and teenagers	10
1.4.2. Media's Portrayal on Parenting Standards	11
1.5. The Concept of Chomsky and Herman on Media.....	11
1.6. The Propaganda Model	12
1.7. The Five Filters	13
1.7.1. The First Filter; SIZE, and Ownership	13
1.7.2. The Second Filter; ADVERTISING	18
1.7.3. The Third Filter; SOURCING.....	22
1.7.4. The Fourth Filter; FLAK.....	25
1.7.5. The Fifth Filter; ANTICOMMUNISM	28
Conclusion	29

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History	30
Introduction.....	31
2.1. The Neutrality of the Sudden Change.....	31
2.2. The Impact of Media Storytelling on the Second World War	32
2.3. Media Spin during the US Consumer Boom in the 1950s.....	39
2.4. Elite's Side Interests on The Feminism	44
2.5. Elites' Manipulation of Parental Perspectives	47
2.5.1. The Gradual Change of Raising Children.....	48
2.5.2. Targeting Children through Double Understanding Topics	49
2.5.3. The Use Cartoons to Achieve Certain Goals	50
2.5.3.1. The Children's Animated Series "Steven Universe 2013"	50
Conclusion	52
Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community	53
Introduction.....	54
3.1. The Media's Power to influence political perspectives on sexuality.....	54
3.1.1. Procter & Gamble's Study on How Media can Influence Attitudes and Reduce Biases towards the LGBTQ Community	55
3.2. The Five Filters at Play: Decoding the Propaganda Model in LGBTQ Media Coverage	56
3.2.1. The Dynamics of Media Ownership in LGBTQ Coverage	56
3.2.2. The Impact of Advertising on LGBTQ Media Visibility	60
3.2.3. Sourcing in LGBTQ Media Narratives	64
3.2.4. The Flak Factor: Depiction of LGBTQ Voices in the Media	66
3.3 Discussions of the Motivation of the Media in Pushing the LGBTQ Agenda	68
Conclusion	72
General Conclusion.....	74
Works Cited	79
List of Abbreviations	85
Resumé.....	86
ملخص.....	87

General Introduction

General Introduction

The media functions as a vast field where information is carefully controlled and distributed by those with vested interests. They shape news and opinions to influence public opinion in favor of the powerful. Influential figures use the media to manipulate public perception through the presentation of the propaganda model in the book *Manufacturing Consent*. Various media platforms, such as newspapers, TV, radio, and online outlets, act as channels for sharing information. These platforms have the ability to highlight or downplay certain stories, influencing how the public perceives events, topics, and political figures. Governments, businesses, and organizations strategically use the media to advance their agendas, whether it involves promoting a product, supporting a policy, or shaping public discussions. The media plays a significant and powerful role in shaping public opinion.

According to the book “Media Control” by Noam Chomsky, it was possible to notice that the media's portrayal of the army during this time was generally positive, likely due to the high regard for the military and the cooperation they received. However, it is important to note that the reality of the situation was not always accurately reflected in the media's depiction.

After The Second World War, another incident in which media has played a role in taming the public actions. As stated in an article in *Khan Academy*, During the 1950s and 1960s, young Americans had more money to spend on leisure activities and popular culture due to their increased disposable income and improved material comfort compared to previous generations. Marketers and advertisers quickly identified this group as a lucrative market and started tailoring products and entertainment to suit their preferences and interests. In the 1950s, the baby boom generation, with its large size and significant purchasing power, became a key focus for businesses. This generation, known for its high school and college attendance rates, played a

General Introduction

major role in making the U.S. the world's leading consumer economy. Their spending habits encompassed fashion, grooming products, cars, and sporting goods, leading to a rise in advertising promoting a new form of youthful indulgence. The rise of Rock and Roll music capitalized on the interests and buying power of this emerging teen market. This new market and its cultural impact spread globally, reshaping the portrayal and consideration of youth in the modern economy.

Considering the media strategies towards women, significant milestone in media history for women was achieved by Amelia Bloomer with the launch of *Lily*, the first newspaper in the United States to be owned, edited, and published by a woman. *Lily* covered topics like temperance, women's rights, and dress reform, advocating for women to wear pants instead of skirts or dresses. This change in fashion led to the rise in popularity of pants, which were later named "bloomers" in honor of Amelia. *Lily*'s success highlighted the impact of media on society, with an annual subscription cost of fifty cents and a growing readership. The newspaper's initial circulation of two to three hundred subscribers grew to eight hundred in the first year and eventually surpassed four thousand by 1853.

The effect of media on feminism issue had some consequences on the issue of parenting. Douglas A. Gentile conducted a study on the supervision of children's media consumption by parents. In which he stated that children spend a significant amount of time using electronic media, second only to sleeping. Parental supervision of children's media consumption can help mitigate some of the negative impacts, but there is still uncertainty about the specific ways and degree to which this monitoring can be protective. The study showed that when parents monitor

General Introduction

their children's media usage impacts various aspects of the children's lives, such as their sleep, academic performance, and behaviors like being prosocial or aggressive. These effects are influenced by the total amount of time spent on screens and exposure to violent media content.

The studies mentioned earlier had an impact on public perception of those cases. However, there is still uncertainty about how the media functions. This study will examine how the media operates based on strategic agendas to achieve specific objectives. It will also deal with media serving the interests of the people who fund it. Specifically, it will discuss the suspicious actions taken by media over time in the modern American society, especially the LGBTQ community.

This research aims to demonstrate how society has gradually embraced concepts that were once deemed socially unacceptable. Moreover, this study seeks explore the manner in which media shape what is deemed acceptable within the American society. In addition, it will aim to determine the extent to which the media will play a role in shaping what is deemed acceptable. This paper also aspires to answer how the media manipulate the perception of the American public regarding the LGBTQ community over time.

To reach the stated aims above, the following questions are proposed. The central question of the study is how did the media manipulate the perception of the American public regarding the LGBTQ community over time?

Two Other important questions are:

- To what extent did the media play a role in shaping what is deemed acceptable within the American society?

General Introduction

- How has the media influenced the definition of acceptable behavior in American society?

This research will examine the propaganda model and its impact on contemporary American society, with a focus on the LGBTQ community. The study will involve collecting and analyzing qualitative data, considering the historical context and current events. Additionally, it will conduct the study by applying Chomsky's propaganda model specifically to the LGBTQ issue, examining whether the model remains applicable in today's context. The analysis will present a detailed exploration of various quotes, perspectives, and facts to demonstrate the effect of the model.

The current study will be split into three chapters in order to accomplish the given goals and answer to the research question. The first chapter will deal the theoretical framework in which it demonstrates at first is the social order and how certain rules control the order, these rules are often referred to as social norms. The more people engage in these norms, the more others are encouraged to follow suit. Norms govern various phenomena such as contracts, rights, means of communication, and conceptions of justice. After this demonstration, the study will discuss how media can influence and alter societal norms using different methods and strategies. The second part of the first chapter will explain the propaganda model, which includes the five filters. Chomsky Herman the model in their book "Manufacturing Consent". This chapter will outline the key variables of the research to make it easier to delve into this study. The second chapter will offer a historical of how the propaganda model was effective in shaping major national events like World War II and the rise of consumer culture in the 1950s, as well as its impact on feminism and child-rearing practices. The third chapter focuses on testing the model's relevance

in the present by applying it to the LGBTQ movement. This experimentation will see if the model remains effective despite the changes in media innovations over time.

Chapter One: Comprehending Society through Social Norms and Propaganda

Chapter One: Comprehending Society through Social Norms and Propaganda

Introduction

Social norms give society structure and stability and serve as its platform. However, these norms may change particularly due to the media's influence. The chapter delves into the impact of media on public opinion and societal standards. It will presents the Propaganda Model developed by Chomsky and Herman, which suggests filters that can impact the information we are exposed to. By grasping this model, the chapter sets a better understanding of how media influence our society and has the potential to disrupt established social norms.

Various phenomena are governed by norms, such as contracts, rights, means of communication, and conceptions of justice. Norms impose uniformity of behavior within a given social group (Young, H. Social Norms. Department of Economics (University of Oxford), 2007). A new norm emerges from the processes of a norm market as these principles are subject to change over time. A change in the community's profile or cost-benefit circumstances sets off the change. People react to triggering events differently because they vary significantly from one another. Individuals with a greater technical understanding of cost-benefit scenarios, higher social awareness of group dynamics, or unique assets that provide them with exceptional high benefits from norm changes are typically the first to establish new norms.

1.1. Historical Overview of Social Norms

Historically speaking, before we fell into the delusional scope of technology and science, it was commonly known that communities around the world aimed throughout the norms they set at reflecting some conservative principles, which they took from their ancestors.

Chapter One: Comprehending Society through Social Norms and Propaganda

In the tapestry of history, the threads of conservatism wove a pattern of strict social norms that governed societies. The families were traditionally structured, with a complete awareness of their significance where family was idealized as the cornerstone of social stability. Marriage was considered a sacred institution, a binding contract not to be broken. Children were viewed as the seeds of future prosperity, nurtured within the boundaries of well-defined gender roles. Men were traditionally seen as the breadwinners, their stoic presence a symbol of strength and reliability, while women were typically viewed as the homemakers, providing care that bound the family together. These norms were once deeply rooted in the soil of tradition, where social conventions were firmly planted in the ideals of conformity and continuity. The educational system mirrored societal expectations, prioritizing rote learning and respect for authority over critical thinking and innovation. Religious observance was not just a private matter but also a public testament to one's moral standing.

1.2. The Shift of Social Norms

With the witnessed decay in societal uniformity, people not only began to distance themselves from traditional principles but also opposed them, constructing their own beliefs based on perceived ideologies. As a result, we question the idea of such an unimaginable change. Therefore, we sought to identify the reasons that caused this change.

Social norms remain strong but can weaken over time. At a societal level, the concept of "appropriateness" is itself a subject to change. For instance, the widely accepted norm shifted from normalizing to discouraging handshaking when greeting a person following the outbreak of COVID-19. Similarly, the prevalent belief that there are only two genders has shifted to accepting more than fifty genders. Sometimes, change is triggered by sudden social or

Chapter One: Comprehending Society through Social Norms and Propaganda

environmental events in a gradual manner. However, sometimes change can also result from planned strategies.

1.3. The Role of Media on public opinion

“Changing social norms requires an understanding of how individuals perceive norms in the first place” (Tankard, Margaret, and Elizabeth Levy Paluck. “Norm Perception as a Vehicle for Social Change.” *Social Issues and Policy Review*, pp. 181–211). Hence, the media serves as a powerful lens through which societal norms are both reflected and constructed. As a dynamic force, it has the capacity to capture and call for change, shaping public perceptions and social behaviors. The media has played a significant role in changing cultural landscapes and disturbing the current conditions, from the early days of printed newspaper to the digital era. For instance, the rise of television shows and films featuring successful single protagonists or those in non-traditional relationships has contributed to a shift in public opinion. In the late 20th and early 21st centuries, series such as "Sex and the City" and "Friends" showcased characters leading fulfilling lives without the anchor of marriage, often highlighting the complexities and difficulties faced in marital relationships. These portrayals resonated with viewers, many of whom began to question the conventional narrative that equates marriage with happiness and success. Furthermore, the emergence of social media has amplified diverse voices and experiences related to relationships, offering platforms for discussions that challenge the previously universal goal of marriage. The digital age has ushered in a new era of connectivity, where ideas about personal freedom, career prioritization, and the acceptance of singlehood or alternative family structures are circulating.

Chapter One: Comprehending Society through Social Norms and Propaganda

1.4. The Impact of Media on Parenting

There has been significant discussion over the impact of media on parenting, with many contending that the development of media has resulted in a loss of traditional values associated with raising children. Parents used to punish their children by enforcing severe rules and teaching them respect. This parenting style placed a strong emphasis on accountability, diligence, and a firm code of morality.

The media started to tell a different story when television and then the internet emerged. Many of the actions and lifestyles that children and teenagers were exposed to ran counter to the morals that their parents strove to instill in them. Television shows and movies often depict rebellious characters as cool and desirable, undermining parental authority and the concept of consequences for one's actions. The glorification of antisocial behavior, under the guise of entertainment, presents a challenge to parents who strive to maintain a disciplined household.

1.4.1. The influence of Media on Children and teenagers

Furthermore, these problems have been made worse by the emergence of social media. Children and teenagers are bombarded with images and messages on platforms such as Instagram, Snapchat, and TikTok that often promote consumerism, immediate satisfaction, and an emphasis on self-image. The constant comparison to curated lives can lead to unrealistic expectations and dissatisfaction, further straying from the values of modesty and contentment that previous generations aimed to teach.

Chapter One: Comprehending Society through Social Norms and Propaganda

1.4.2. Media's Portrayal on Parenting Standards

The media's portrayal of parenting itself has also shifted. Reality television and comedies often portray parents as ineffective, naive, or too permissive, which can undermine the credibility of actual parents. A societal shift has occurred as a result of the widespread consumption of such content, challenging and frequently mocking the conventional roles and expectations inside the family.

The way that children behave and social standards have been impacted by this change in media representation. Watching more television is associated with a range of issues, such as shorter attention spans, worse academic performance, and greater aggression. The impact of the media on parenting has become ingrained, making it more difficult to raise well-rounded, well-behaved kids.

1.5. The Concept of Chomsky and Herman on Media

Edward S. Herman was an economist and media commentator who focused on political economy, the media, and corporate and regulatory concerns. At the University of Pennsylvania's Wharton School, he served as an Emeritus Professor of Finance. He also taught at the Annenberg School for Communication at the University of Pennsylvania. He received his Bachelor of Arts from the University of Pennsylvania in 1945 and a PhD in 1953 from the University of California, Berkeley (Wikipedia). Edward and his co-writer, Noam Chomsky, claimed in their book "Manufacturing Consent" that the media environment is similar to a huge field where information is carefully set and fed by the deeply rooted ambitions of those who stand to gain from the harvest where they control and develop information. The ultimate product is a chosen kind of news and opinions intended to sway public opinion in a way that advances the interests

Chapter One: Comprehending Society through Social Norms and Propaganda

of the powerful. The instruments of the elites include ownership, sources of funding, sourcing, flak, and filters against anti-ideologies, which shape the growth of discourse to fit a predetermined goal. The ideal media would be a mirror reflecting the complex realities of our society. Yet, when the mirror is held by the few, the reflection we see is but a fragment of the whole, distorted by the hands that frame the view.

1.6. The Propaganda Model

The propaganda model they examined, aligns with long-held elite beliefs that the general public is often short-sighted, and people for most of time are not good judges of their own interests. This leads to the idea that people on charge must deceive the public and that only a specialized class with broader interests can effectively manage them. The concept of manufacturing consent was first introduced by an American journalist Walter Lippman in 1922 to describe how public perception is controlled. Lippman believed this control was necessary for democracy to thrive, as he saw public opinion as irrational (oxford reference). He argued that by the 1920s, the elite had already mastered the art of manufacturing consent as a tool for governing the public. The elites see it as a must to have a pre-structured propaganda to inculcate people with the desirable behaviors and beliefs that they aim to spread among societies.

They claim that the media system not only communicates with individuals but also seeks to provide society with information and entertainment. It also plays a role in shaping people's values and beliefs to help them fulfill their societal responsibilities effectively and meet the expectations of those responsible for news production. They use their money and power to control the performance of private media. They also argued that the success of this propaganda

Chapter One: Comprehending Society through Social Norms and Propaganda

model is based on the ability of news makers to address and reconcile differences in interests among various social classes.

The model presented focuses on the wide range of wealth and power possessed by the elites makes it difficult for other sources to compete. This advantage significantly influences the choices and interests that the media serve. They can selectively filter out the news fit to print, suppress opposing voices, and ultimately ensure that their message reaches the public.

Before discussing the propaganda model outlined by E. Herman and N. Chomsky in their book "Manufacturing Consent," it is important to understand the concept of a "propaganda model", and bear in mind that it refers to a pattern of spreading usually biased or misleading information to support a particular cause, political figure, or government.

1.7. The Five Filters

1.7.1. The First Filter; SIZE, and Ownership

In their examination of the media's development in Great Britain, James Curran and Jean Seaton discuss how a radical press emerged in the first half of the 19th century, targeting a national working-class audience. This alternative press played a key role in strengthening class awareness by uniting workers through promoting a different set of values and perspectives on the world. It also instilled a sense of collective empowerment by highlighting the potential for social change through organized action. This posed a significant challenge to the ruling elites, who viewed working-class newspapers as a threat that could incite unrest and disrupt societal norms. In response, measures such as libel laws, prosecutions, costly security bonds, and taxes were imposed to suppress radical media. However, these coercive tactics proved ineffective and were

Chapter One: Comprehending Society through Social Norms and Propaganda

eventually abandoned in favor of the belief that market forces would ensure responsible journalism.

Curran and Seaton demonstrate that the market achieved what state intervention could not. After the removal of high taxes on newspapers from 1853 to 1869, a new daily local press emerged, but no new local working-class daily was created for the remainder of the 19th century. Curran and Seaton point out that the disappearance of the national radical press was so complete that when the Labour Party emerged from the working-class movement in the early 1900s, it did not receive support from any national daily or Sunday paper. (Herman & Chomsky .p63)

One significant factor contributing to this trend was the growth in size of newspaper businesses and the subsequent rise in capital expenses starting in the mid-1800s. This was driven by advancements in technology and a greater emphasis from owners on reaching larger audiences. The expansion of the free market led to what was termed an "industrialization of the press." In 1837, the total cost of establishing a profitable national weekly was less than a thousand pounds, with a break-even circulation of 6,200 copies. However, by 1867, the estimated initial cost of launching a new daily newspaper in London had increased to 50,000 pounds. For instance, the Sunday Express, which was introduced in 1918, required over two million pounds in investment before achieving profitability with a circulation exceeding 200,000 copies.

The initial restriction on media ownership, which required a significant investment for substantial outreach, was relevant over a century ago and has become more effective over time. By 1986, the United States had over 25,000 media entities including daily newspapers, magazines, radio and TV stations, book publishers, and movie studios. However, a significant

Chapter One: Comprehending Society through Social Norms and Propaganda

portion of these entities, particularly those involved in news dissemination, were small and local, relying on larger national companies and wire services for non-local news. Additionally, many of these entities were under common ownership, sometimes spanning across various media platforms.

Ben Bagdikian emphasizes that despite the vast number of media outlets, the majority of newspapers, magazines, broadcasting, books, and movies are controlled by the top twenty-nine media systems. He argues that these entities form a powerful "Private Ministry of Information and Culture" that influences the national agenda. Additionally, Bagdikian suggests that media autonomy from corporate and government influence may not be as strong as believed, as the top tier of media organizations, along with government and wire services, largely shape the news agenda and provide information to lower-tier media outlets and the public. The consolidation of power within the top tier was significantly boosted by the post-World War II emergence of television, which centralized news production and distribution. While cable television has led to audience fragmentation and a decline in network influence, television remains a primary news source for the public. Many major media companies have become deeply involved in the market, and even for those that are not, the pressures from shareholders, board members, and financiers to prioritize profits are significant. These pressures have grown stronger in recent years as media stocks have become popular investments, leading to increased valuations of media franchises and substantial wealth for owners of newspapers and television properties. This has attracted speculators and heightened the drive to focus more on profitability. Family-owned media businesses are increasingly divided between those eager to seize new opportunities and

Chapter One: Comprehending Society through Social Norms and Propaganda

those who prefer to maintain family control, often resulting in crises that ultimately lead to the sale of the family's stake. (Bagdikian, 1987, p.16)

The trend of media becoming more integrated into the market system has been hastened by the relaxation of regulations on media concentration, cross-ownership, and ownership by non-media entities. Restrictions on radio and TV commercials, entertainment programming, and the "fairness doctrine" have also been lifted, allowing for unrestricted commercial use of the airwaves.

The rise in profitability of the media industry due to deregulation has resulted in a surge in takeovers and threats of takeovers. Even major companies like CBS and Time, Inc. have been directly targeted or faced with threats. As a result, the management of these media giants has had to take on more debt and intensify their focus on profitability to satisfy shareholders and deter potential buyers. This has led to a loss of autonomy as they now have to seek support from banks, institutional investors, and large individual investors to act as potential saviors. (Paletz and Entman, 1981, p.7)

The majority of large media companies have their stocks traded on the securities markets, but about two-thirds of them are either privately owned or still under the control of the original family members who hold significant amounts of stock. This ownership dynamic is gradually shifting as family shares are spread among more heirs and as opportunities to sell media assets improve. However, the influence of family control remains strong. It is also notable that the controlling families of these top media firms possess substantial wealth. In the mid-1980s, some

Chapter One: Comprehending Society through Social Norms and Propaganda

of these companies had media properties valued at over a billion dollars, with a median value close to half a billion dollars. These controlling groups have a vested interest in maintaining the current structure due to their wealth and strategic position within society. They wield their power by setting the company's overall goals and selecting its top management. (Manufacturing Consent, Wallace, p.NA)

The media companies' reliance on and connections with the government are a significant structural aspect. Radio and TV companies, as well as networks, need government licenses and franchises, making them vulnerable to government influence or interference. This legal dependence has been used to control or pressure the media, with policies diverging from the mainstream potentially triggering repercussions. To safeguard against this, media entities engage in lobbying, political spending, nurturing political connections, and careful policy considerations. The political affiliations of the media are notable, with a considerable number of former government officials serving as outside directors in major media corporations. The movement of personnel between regulators and media firms was substantial during the period when the media industry's oligopolistic structure was taking shape.

Major media outlets also depend on government support for broader policy endorsement. All companies are concerned with factors such as business taxes, interest rates, labor regulations, and the enforcement or lack thereof of antitrust laws. Companies such as GE and Westinghouse rely on government funding for their nuclear power and military research, as well as for facilitating favorable conditions for their international sales. Publications such as Reader's Digest, Time, and Newsweek, as well as movie and television syndicators, also seek diplomatic support to spread American commercial and cultural messages internationally. The media conglomerates,

Chapter One: Comprehending Society through Social Norms and Propaganda

advertising agencies, and large multinational corporations share a mutual interest in favorable investment conditions in developing countries, and their relationships with the government in these matters are mutually beneficial. In essence, the dominant media companies are sizable enterprises, often owned by wealthy individuals or managed by individuals who must adhere to the demands of owners and profit-driven market forces. They are closely connected with other major corporations, banks, and the government, sharing common interests. This interconnectedness serves as a significant filter that influences news coverage decisions.

1.7.2. The Second Filter; ADVERTISING

In the mid-nineteenth century, the Liberal chancellor of the British exchequer, Sir George Lewis, advocated for the free market as a way to control dissenting opinions. He highlighted that the market would favor newspapers that were preferred by advertisers. (Power Without Responsibility, p.31.) Advertising played a significant role in weakening the working-class press, acting as a powerful tool. Curran and Seaton emphasized the importance of advertising growth, comparing it to the rise in capital costs. They pointed out that advertisers essentially held a licensing authority, as newspapers relied on their support to remain financially sustainable, surpassing the impact of state taxes and harassment. (Ibid., p. 41.)

Before advertising became widespread, newspapers had to charge enough to cover their operating costs. However, as advertising grew, newspapers that attracted ads could lower their prices below production costs. This created a disadvantage for papers with less advertising, as they had to charge higher prices, leading to lower sales and less investment in improving their content and format. This advertising-based system tends to push media companies that rely solely on sales revenue out of business or into obscurity. Advertisers play a significant role in

Chapter One: Comprehending Society through Social Norms and Propaganda

determining the success and survival of media outlets, as ad-based media receive financial support that allows them to outcompete their ad-free or ad-disadvantaged competitors. Even if ad-based media target upscale audiences, they can still attract a significant portion of the downscale audience, causing their rivals to lose market share and eventually be forced out of the market.

Advertising has had a significant impact on increasing competition among competitors who are equally focused on generating advertising revenue. When one newspaper or television station gains a market share and advertising advantage, it allows them to have more revenue to compete more effectively by promoting aggressively, acquiring more attractive features and programs. This puts pressure on their disadvantaged rival to increase expenses they may not be able to afford in an attempt to prevent their market share and revenue from declining. This competitive environment often leads to the demise of many high-circulation newspapers and magazines, as well as a decrease in the number of newspapers available.

Since the emergence of press advertising, working-class and radical newspapers have faced significant challenges. These publications have historically catered to readers of modest means, which has deterred advertisers from showing interest. This disparity in advertising revenue contributed to the decline of post-World War II social-democratic newspapers in Great Britain, including the Daily Herald, News Chronicle, and Sunday Citizen, between 1960 and 1967. Despite having a substantial readership, these papers struggled financially due to a lack of advertising support. The loss of these newspapers not only impacted the Labor party's influence but also highlighted the difficulties faced by mass movements lacking major media support and facing active press hostility.

Chapter One: Comprehending Society through Social Norms and Propaganda

Today's successful media outlets prioritize the quality of their audience, with CBS emphasizing its focus on attracting viewers with purchasing power. The network has introduced a new tool called "Client Audience Profile" (CAP) to help advertisers optimize their television schedules by targeting audience segments based on their usage of products and services. (1984 CBS Annual Report, p. 13) This shift towards affluent audiences reflects a departure from the notion that mass media is inherently democratic, as it essentially caters to those with higher income levels.

Advertisers have significant influence over television programming because they fund and purchase the programs, essentially acting as patrons providing financial support to the media. This leads to competition among media outlets to attract advertisers, with specialized staff dedicated to securing their support and demonstrating how their programs align with advertisers' interests. The preferences of these advertisers have a substantial impact on the success of media outlets, making them crucial "normative reference organizations" whose needs must be met for the media to thrive, as described by William Evan.

For a TV network, a change of one percentage point in Nielsen ratings can lead to a shift in advertising revenue ranging from \$80 to \$100 million annually, depending on audience demographics. The significance of audience size and wealth is substantial, influencing policy decisions due to institutional pressures and constant interaction with revenue providers. Grant Tinker, the former head of NBC-TV, noted that television relies on advertising, and if support decreases, programming will be impacted.

Working-class and radical media face challenges because advertisers engage in political discrimination. This discrimination is evident in how advertising funds are allocated, with a

Chapter One: Comprehending Society through Social Norms and Propaganda

focus on targeting individuals with purchasing power. Many companies choose not to support ideological opponents or those they believe may harm their interests, leading to cases of explicit discrimination that can influence the voting system based on income. For instance, in 1985, the public-television station WNET lost corporate funding from Gulf + Western after airing the documentary "Hungry for Profit," which criticized multinational corporate activities in the Third World. Prior to the program's broadcast, station officials attempted to censor the content to avoid negative reactions from corporations. The CEO of Gulf + Western criticized the program as being "anti-business, if not anti-American," and expressed disappointment in the station's decision to air it. The London Economist suggests that WNET is unlikely to repeat this incident in the future. "Castor oil or Camelot?" December 5, 1987. For further materials on such interventions, see Harry Hammitt, "Advertising Pressures on Media," Freedom of Information Center Report no. 367 (School of Journalism, University of Missouri at Columbia, February 1977). See also James Aronson, *Deadline for the Media* (New York: Bobbs-Merrill, 1972), pp. 261–63.

Advertisers tend to be selective in choosing which programs to sponsor based on their conservative cultural and political beliefs. They often avoid supporting shows that criticize corporate activities, such as environmental degradation, the military-industrial complex, or corporate involvement in Third World dictatorships. For example, Erik Barnouw discusses a failed documentary series on environmental issues proposed by NBC, which struggled to find sponsors due to its objective approach that hinted at corporate shortcomings, conflicting with the advertisers' message of reassurance. Television networks eventually realize that these types of programs are not profitable and would need to be aired at a financial loss.

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

Television stations and networks are focused on maintaining audience engagement to ensure consistent advertising ratings and revenue. Introducing documentary or cultural content that prompts viewers to switch channels can be expensive, and over time, commercial networks may phase out such content in favor of ad-supported programming. This shift may also impact secondary media outlets as they aim to attract advertisers, although there will likely always be some cultural or political programming attempting to break through or exist on the fringes of mainstream media.

1.7.3. The Third Filter; SOURCING

The media and powerful sources of information have a close relationship based on economic necessity and mutual interest. Media outlets require a consistent supply of news material to meet their daily demands and schedules. Due to limited resources, they focus on locations where significant news often occurs, where rumors and leaks are prevalent, and where press conferences are regularly held, such as the White House, Pentagon, and State Department in Washington, D.C. Locally, city hall and the police department are common news beats for reporters. Business corporations and trade groups also provide a steady stream of newsworthy stories. This dynamic is referred to as "the principle of bureaucratic affinity" because only other bureaucracies can fulfill the news media's need for reliable information. Government and corporate sources are highly valued for their credibility and position, making them easily recognizable by the public and media. News professionals tend to view information from these sources as reliable due to their role in upholding societal norms. Reporters often assume that officials possess the necessary knowledge and expertise in their respective fields, leading to a moral distinction where officials provide the facts while reporters simply relay them.

Chapter One: Comprehending Society through Social Norms and Propaganda

One of the main reasons why official sources are highly valued is because the mass media purport to be impartial providers of news. They strive to maintain this perception of objectivity to shield themselves from accusations of bias and potential legal action. By relying on sources that are considered trustworthy, they can present information as inherently accurate. Additionally, utilizing credible sources helps to reduce investigative costs compared to information from less reputable sources, which requires extensive verification and expensive research.

The extensive public relations efforts of large government and corporate bureaucracies, which serve as the main sources of news, provide them with significant access to the media. For instance, the Pentagon has a well-funded public information service with numerous employees and a substantial budget, exceeding the resources available to individual dissenting parties or groups. During a period of increased transparency in 1979 and 1980 (which has since ended), the U.S. Air Force disclosed the scope of its public information activities. These activities included interactions with numerous newspapers, magazines, radio and TV stations, news releases, interviews, conferences, flights for media, meetings with editorial boards, and speeches. Only the corporate sector has the resources to produce public information and propaganda on the scale of the Pentagon and other government bodies.

Government and business-news promoters make significant efforts to maintain their leading role as news sources by facilitating the work of news organizations. They offer gathering facilities, provide journalists with advance copies of speeches and reports, schedule press conferences at convenient times, write press releases in clear language, and meticulously plan press events and photo opportunities. News officers are tasked with ensuring that journalists

Chapter One: Comprehending Society through Social Norms and Propaganda

receive relevant material generated by their agency in a timely manner to meet their deadlines. In fact, powerful bureaucracies financially support mass media, giving them preferential treatment and access to news production. These large entities that provide funding become regular news sources with privileged gatekeeper access, while non-routine sources struggle for recognition and may be overlooked. It is important to highlight that subsidies from entities like the Pentagon and the State Department's Office of Public Diplomacy are ultimately funded by taxpayers, essentially meaning that citizens pay to be influenced by propaganda in favor of influential groups like military contractors. Due to their services, consistent presence in the field, and interdependence, those in positions of power can utilize personal connections, intimidation, and incentives to further influence and pressure the media.

The media may feel compelled to report on highly questionable stories and suppress criticism in order to maintain good relations with their sources and avoid disrupting their close ties. It can be challenging to label as dishonest the authorities from whom one relies on for daily news, even when they are clearly not telling the truth. Critical sources may be avoided not only due to their limited availability and the higher cost of establishing credibility, but also because primary sources may take offense and even threaten the media if they are used. Influential sources may also leverage their status and significance in the media to prevent critics from gaining access: for instance, the Defense Department declined to participate in National Public Radio discussions on defense matters if experts from the Center for Defense Information were involved. Elliott Abrams refused to take part in a program on human rights in Central America at Harvard University's Kennedy School of Government unless former ambassador Robert White was

Chapter One: Comprehending Society through Social Norms and Propaganda

excluded as a participant. Claire Sterling declined to participate in television network programs on the Bulgarian Connection if

her critics were also invited. In these latter cases, the authorities and well-known experts were able to control access through coercive tactics.

The connection between power and sourcing goes beyond official and corporate channels that provide daily news to influencing the availability of "experts." The dominance of official sources is challenged by the presence of highly reputable unofficial sources that present dissenting perspectives with authority. To address this issue, a strategy known as "co-opting the experts" is employed. This strategy involves hiring experts as consultants, funding their research, and establishing think tanks that can employ them directly to help spread their messages. This approach allows bias to be shaped and the pool of experts to be manipulated in a way that is acceptable to both the government and the market. As Henry Kissinger has noted, in the current "age of the expert," an expert's audience consists of those who benefit from commonly accepted opinions. By defining and elaborating on this consensus at a high level, the expert strengthens their expertise. Therefore, the restructuring that has occurred serves to maintain prevailing commonly held opinions that align with elite interests. (Kissinger, 1969, p. 28)

1.7.4. The Fourth Filter; FLAK

If the news is presented in a manner that goes against the preferences of the ruling social factions, the media could encounter backlash. The term 'flak' denotes the elite's disapproval of the media. They use this type of negative feedback or criticism directed towards a media statement or program. This feedback can come in various forms such as letters, phone calls, petitions, lawsuits, speeches, and legislative actions. It can be organized either centrally or

Chapter One: Comprehending Society through Social Norms and Propaganda

locally, or it can be the result of individual actions. When flak is widespread or comes from individuals or groups with significant resources, it can be challenging and costly for the media to address. This may involve defending positions within the organization, dealing with legislative bodies, and potentially facing legal action. Advertisers may also withdraw their support, especially in the case of television advertising for consumer goods that could be targeted for boycotts. Advertisers have historically been influenced by the fear of backlash from certain groups, leading to concerns about offending audiences and influencing the type of programming that is produced. The potential of receiving criticism can discourage media organizations from addressing certain topics or perspectives.

Journalists and media organizations could face threats from authorities or corporations, as well as be subjected to targeted negative publicity campaigns. Powerful individuals may also incite controversy by urging sponsors to withdraw support from specific media outlets. Independent media that is critical may face legal challenges. The aim of such criticism is to portray the media as overly biased and hostile towards certain groups, creating a sense of fear within media companies through strategically directed negative feedback, thereby reinforcing the propaganda model.

Conservative 'think tanks' aim to criticize the media in order to challenge the ruling elites. These groups are often well-known, powerful, and financially supported by the elite themselves to make their claims of media bias more convincing to the public.

The analysis from the conservative organization 'Freedom House' regarding the media's involvement in the Vietnam War serves as a strong example of the impact of critique. It contended that the media portrayed the war's various operations in an overly pessimistic light,

Chapter One: Comprehending Society through Social Norms and Propaganda

going as far as to suggest that their reporting misled the American public and contributed to the US losing the war. Despite some inaccuracies and exaggerated conclusions, the report was well-received by influential figures and extensively discussed in the media.

Despite facing consistent criticism from flak machines, the mass media generally treat them with respect. They receive attention without much discussion or analysis of their propagandistic role and connections to larger corporate agendas. Reed Irvine, the head of AIM, often has his criticisms published, and right-wing network flacks like Michael Ledeen. (Herman, Brodhead, pp. 166–70) who frequently attack the "liberal media," are granted space for Op-Ed columns, positive reviews, and regular appearances on talk shows as experts. This situation highlights the influence of sponsors, as well as the strong presence of the right wing within the mass media. (the Reader's Digest Association and the DeWitt Wallace Fund, Walter Annenberg, Sir James Goldsmith (owner of the French L'Express), and E. W. Scripps II, board chairman of a newspaper-television-radio system).

The collaboration among supporters strengthens and enhances the control of political power in its efforts to manage news. The government is a key contributor to this collaboration, frequently attacking, intimidating, and attempting to control the media to prevent any divergence from the official narrative. The management of news is intentionally structured to generate this kind of support. During the Reagan administration, President Reagan was frequently showcased on television to appeal to a large audience, leading many to criticize the media for any negative comments about the President.

Chapter One: Comprehending Society through Social Norms and Propaganda

1.7.5. The Fifth Filter; ANTICOMMUNISM

The ideology of anticommunism acts as a significant filter in shaping perspectives. Property owners have long viewed communism as a major threat to their social status and class position. The revolutions in Soviet, Chinese, and Cuban history have deeply impacted Western elites, leading to a strong aversion to communism in Western ideology and politics. This ideology is used to rally the public against perceived enemies, and its vague nature allows it to be wielded against anyone who challenges property interests or supports cooperation with Communist states. As a result, it can divide leftist and labor movements and function as a tool for political control. The fear of communism's triumph justifies supporting fascism as a lesser evil in some cases, while opposition to social democrats who are seen as too lenient towards Communists is also justified using similar reasoning. (Black, 1977, pp. 39–56)

The ruling elites manipulate the media to present events through the lens of an ideological conflict between the "free" and "communist" worlds. Communist actions are consistently depicted negatively, while those of the United States and its allies are portrayed positively. Consequently, incidents like killings and torture in a communist-led nation will be extensively covered, whereas similar events in a pro-American country will be overlooked.

It is important to recognize that during periods of heightened anti-Communist sentiment, the requirement for substantial evidence to support allegations of "communist" wrongdoing is often disregarded. This creates an environment where fraudsters can easily thrive as sources of evidence. Defectors, informants, and various other opportunists are elevated to positions of authority as "experts," despite being revealed as highly unreliable or even dishonest. Pascal Delwit and Jean-Michel Dewaele highlight that in France, proponents of anticommunism are

Chapter One: Comprehending Society through Social Norms and Propaganda

given free rein to make unfounded claims. Delwit and Dewaele examine the newfound credibility of Annie Kriegel and Pierre Daix, who were once fervent Stalinists but now enjoy a large and uncritical following in France. (quoted in Miliband et al., *Socialist Register*, p. 337)

Conclusion

If we examine their writings, we can see the typical responses of individuals who have experienced disappointment in love. Despite this, no one dares to criticize them for their past, even though it has left a lasting impact on them. While they may have undergone a transformation, their fundamental nature remains unchanged. The consistent patterns in their work go unnoticed, despite being glaringly obvious. Their popular works demonstrate that with the support of lenient and lazy critics, the public can be easily deceived. The arrogance displayed in their past praises and current criticisms goes unchallenged, and there is a lack of concern regarding the absence of evidence and the reliance on insults rather than analysis. Their distorted anti-Communist stance is overlooked due to its alignment with prevailing sentiments. The hysteria remains unchanged, but it is more readily accepted in its current form. For them, the anticommunism filter is a cult. (114. *Socialist Register*, p. 345.)

In short, unprocessed news needs to undergo a systematic propaganda process to select and publish news that aligns with the ruling class's political agenda.

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

Introduction

Throughout history, the media has played a crucial role in shaping important historical events involving American society and government. This chapter seeks to illustrate how the media has a record of influencing public opinion. In the previous chapter, the focus was on the "Propaganda Model" introduced by Herman and Chomsky, which is a framework designed to explain how the U.S. media functions based on its institutional structures and relationships. They argue that the media not only fulfills various roles but also advances the interests of influential societal groups that control and finance them. These groups have specific agendas and values they aim to promote, and they have the power to impact media policy by selecting individuals who share their perspectives and by influencing the priorities and definitions of newsworthiness for editors and journalists. This manipulation is carried out subtly to create the impression that any shifts in perceptions are natural and independent. The objective of this chapter is to explore the reasons behind the significant change in people's acceptance of previously unacceptable ideas. It's also significant to determine whether this change is genuinely organic or if it is the outcome of a carefully orchestrated propaganda effort.

2.1. The Neutrality of the Sudden Change

As we discuss the second question that we mentioned previously, it is significant to determine if this change is truly natural or if it is the result of strategic propaganda. Some individuals believe that the mainstream media aims to mislead and protect the progressive agenda by spreading misinformation. By echoing the government's message, the media disseminates incorrect information, distorting people's perception of reality. This source of information has often been criticized for catering to elites and succumbing to commercial

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

pressures. Therefore, it is important to critically evaluate the media's performance. The first case in this chapter aims to analyze how the American Army was depicted during World War II, with a focus on the relationship between media and popular culture back then. It was possible to notice that the media's portrayal of the army during this time was generally positive, likely due to the high regard for the military and the cooperation they received. However, it is important to note that the reality of the situation was not always accurately reflected in the media's depiction. Therefore, we extensively researched some of the most famous events in human history, to provide a thorough historical background for our project. One of which is World War II. We explored how President Roosevelt's administration utilized the media to sway public opinion from initially opposing involvement in the war to ultimately supporting the idea.

2.2. The Impact of Media Storytelling on the Second World War

During the 1930s, each year witnessed the emergence of a new conflict or the potential for one to occur in various parts of the world. Figures such as the German leader Hitler engaged in intimidation tactics while countries increased their military capabilities by producing more tanks, warships, and aircraft. In 1937, President Roosevelt addressed the American public, expressing concern about the ongoing wars in Spain and China. He cautioned that innocent nations and people were suffering due to the pursuit of power and dominance. Roosevelt also warned that if similar events unfolded elsewhere, no one should imagine that America would escape. Many Americans disregarded Roosevelt's caution, thinking it was best to allow foreign nations to handle their issues. Isolationists, in particular, strongly believed that Americans should aim to disconnect or "isolate" the United States from global problems. During the 1930s, Congress held strong isolationist beliefs and enacted a series of laws known as the Neutrality

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

Acts. These laws prohibited American citizens from selling weapons or providing financial assistance to countries engaged in war. Additionally, even non-military goods like food could only be sold to warring nations if they paid in cash and transported the supplies using their ships (An Illustrated History of the USA, 1990, p. 105). During those years, a significant number of Americans were hesitant to get involved in a potentially violent conflict over distant China or to support what some viewed as a war to uphold the British Empire. Furthermore, the ongoing challenges of recovering from the Great Depression, including persistent high unemployment and agricultural issues, led many to believe that efforts should be focused on domestic recovery rather than overseas endeavors. (Mawdsley, P. E. (2024, April 15), When and why did the US get involved in WW2?). However, With Hitler dominating Europe and Japan gaining power in Asia, Americans finally realized the precarious position of the United States caught between the two forces. President Roosevelt had convinced Congress to implement the first peacetime military draft in American history and to temporarily suspend the Neutrality Acts. Subsequently, he provided Britain with all the military resources the US could afford, including rifles, guns, and ships. By early 1941, Britain had exhausted its funds, leading Roosevelt to successfully persuade Congress to approve his Lend-Lease Plan in March. (An illustrated history of USA, 1990, p. 105).

Even though the United States was initially focused on isolationism and saw the conflict in Europe as not their concern, they started to shift towards involvement as the situation in Europe deteriorated. The turning point came when Japan unexpectedly attacked Pearl Harbor. In hindsight, the attack was not entirely unexpected due to escalating tensions between the US and Japan. However, it was this aggressive action that ultimately led to the start of the war. Reasons

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

for America's entry into World War II (n.d.). Owlcation). Some conspiracy theorists claimed that President Roosevelt had advanced warning of the Pearl Harbor attack but let it go ahead, as the outcome would be to rally US public opinion for war. (Bird, D. (2024, February 15). Did the US know that Pearl Harbor would be attacked? The real history debunks the conspiracy. Although this is not entirely accurate, it partially explains President Roosevelt's urgency to enter the war due to the potential benefits. While his New Deal did not entirely resolve the Great Depression, the country's involvement in World War II significantly contributed to the economic recovery in the late 1930s and 1940s. (FDR and the Great Depression (article) | Khan Academy).

The media's role in modern politics prompts us to consider the type of world and society we desire to inhabit, particularly in terms of the democracy we envision. To illustrate, let's contrast two perspectives on democracy. One view suggests that a democratic society allows the public to actively engage in governing their own affairs and ensures unrestricted access to information. This notion aligns with the typical dictionary definition of democracy. Another way to think about democracy is that the general public should not be in charge of their affairs and that information should be tightly controlled. This may seem like an unusual view of democracy, but it is the dominant perspective. This idea has been present not only in practice but also in theory for a long time, dating back to the early democratic movements in seventeenth-century England. Focusing on more recent times, it is important to explore how this concept of democracy has evolved and why the issue of media and misinformation has become intertwined with it. The media has often been criticized for catering to elites and succumbing to commercial pressures. Therefore, it is important to critically evaluate the media's performance. (Media Control, Chomsky, 2010). In this case, we aim to analyze how the media portrayed the American

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

Army during WWII and, likely, how the military cooperated extensively due to the caliber and attitude of the fighting force. Despite the challenging conditions of the era, the media generally depicted the army in a positive light.

Alexander G. Lovelace, a researcher at Ohio University's Contemporary History Institute, has made a significant contribution to historical studies with his book "The Media Offensive: How the Press and Public Opinion Shaped Allied Strategy during World War II." Lovelace's work highlights the impact of the media, including print, radio, and military reporting, on shaping strategic decisions during the war. He focuses on the influence of the media on the US Army, arguing that the public's involvement in warfare on a large scale made them active participants and stakeholders in the conflict. This led to a "media revolution" during World War II, where radio, print, and movies played a crucial role in shaping public opinion and influencing important decisions in both the Pacific and European theaters. Lovelace suggests that previous scholars have not fully explored the extent to which maintaining public support through the media influenced key wartime strategies. Air University (AU). (2023, May 23). The Media Offensive: How the press and public opinion shaped Allies.

World War II had a significant impact on various aspects of American life, including the food people consumed, the movies they watched, and the music they enjoyed. The war, particularly the Allies' efforts to secure victory, became a prevalent theme in songs, films, comic books, novels, artwork, and comedy acts. Many of these creative works and their creators actively contributed to the war effort. Writers, artists, filmmakers, and others utilized their talents to inform the public about the war and encourage participation in government initiatives on the Home Front, such as scrap drives and rationing. Essentially, the media made World War II and

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

the popular culture of the time closely intertwined, with each story being incomplete without the other. Even before the attack on Pearl Harbor, concerns about the possibility of another world war were starting to emerge in the American consciousness. Writers like John Steinbeck, Ernest Hemingway, and Maxwell Anderson created fictional works depicting war-torn Europe, while Hollywood produced films about perilous journeys across the submarine-infested Atlantic, daring rescues from Nazi concentration camps, and secret spy operations within the United States. These narratives reflected the increasing unease in America about the war and its potential impact on their lives. For instance, in 1939, Warner Brothers released the film *Confessions of a Nazi Spy*, inspired by real FBI investigations into German espionage in the US. While some feared the movie was overly political and could jeopardize America's fragile neutrality in Europe, others saw it as a patriotic effort to raise awareness about a genuine threat. Lead actor Edward G. Robinson expressed his belief that by participating in the film, he was serving his country and emphasizing the necessity of eradicating the dangers posed by Nazism. After the attack on Pearl Harbor, war themes became prominent in nearly every form of art and entertainment. Films such as *Saboteur*, *Sahara*, and *Casablanca* depicted the challenges faced by both soldiers and civilians during wartime. Songs also reflected the conflict, with some being lively and danceable like "Boogie Woogie Bugle Boy of Company B" by the Andrews Sisters, while others like "The White Cliffs of Dover" by Walter Kent and Nat Burton were more somber, conveying the seriousness of the war and the desire for peace. Even newspaper comics incorporated war-related storylines, with popular characters like Superman, Dick Tracy, Little Orphan Annie, and Mickey Mouse engaging in activities such as victory gardening, rationing, and combating the Axis powers. Some comics, like Bill Mauldin's Willie and Joe, were

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

specifically created to provide readers with a glimpse into the daily lives of American soldiers during the war. During wartime, many writers, actors, and artists not only created material about the war but also sought ways to actively support the Allies in winning. Following the attack on Pearl Harbor, various organizations emerged voluntarily within the entertainment industry to facilitate this goal. For instance, the Hollywood War Activities Committee facilitated collaboration between the government, major film studios, and theaters nationwide. The Hollywood Victory Committee coordinated appearances by entertainment personalities at events promoting war efforts such as bond sales, scrap collection, and military recruitment, as well as morale-boosting shows for troops. Additionally, the Council on Books in Wartime, comprised of writers and publishers, promoted books as essential tools in the war of ideas and distributed suitable books to libraries and the military. In 1943, the Council introduced the Armed Services Edition line, reprinting popular books and selling over 122 million copies to the military at a low cost. During Franklin Delano Roosevelt's presidency, his administration understood the significant impact of the entertainment industry and sought to utilize it to garner public support for the war. The Office of War Information (OWI) played a key role in managing this collaboration, working with various entertainment mediums such as film studios, radio stations, newspapers, and artists to create content promoting government wartime initiatives. While much of this content served as propaganda, some pieces gained widespread popularity. For instance, in 1942, the War Department tasked the Writers' War Board with developing materials to recruit volunteers for the Army Air Forces beyond just pilots. The Board's efforts resulted in a variety of creative works, including articles, stories, a novel, and a song titled "I Wanna Marry a Bombardier," which led to a significant increase in bombardier recruits. The success was so

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

overwhelming that the War Department eventually had to request the Writer's War Board to halt their recruitment campaign. (Marshall V. (2018), August 9). World War II and popular culture. The National WWII Museum (New Orleans).

In conclusion, it is understandable that during World War II, the government of President Roosevelt utilized propaganda as a potent tool to sway public sentiment and garner backing for their objectives. Propaganda was employed to mold public perception, foster a feeling of national cohesion and direction, vilify the adversary, promote patriotism, and spur citizens to back the war endeavors. Additionally, it was utilized to influence public sentiment and manage media coverage. The extensive use of propaganda during World War II significantly affected the war's progression. Gill, L. (2023, March 20). The propaganda of World War 2: Shaping public opinion.

The war was a significant turning point in history due to its impact on mass communication, public opinion, and the global movements it triggered. Governments used propaganda during the war to mobilize nations, boost morale, and justify their war efforts. The media, including radio stations, movies, and print, was tasked with creating stories that supported the conflict and united the public under a common cause. During this period, there was a remarkable increase in the complexity of using the media to influence public perception. Messages were crafted to evoke emotional responses and foster a sense of obligation and excitement.

As the conflict concluded, the world witnessed the dawn of a new era marked by peace and economic prosperity. The era following the war, particularly the 1950s, is commonly linked

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

with the rise of consumer culture. The same media platforms that were previously used for wartime propaganda are now repurposed to advertise consumer goods and promote a lifestyle of abundance. The parts that had benefited from the use of media to garner public support for the war now employ it to drive economic growth and shape a culture centered on consumption. Advertising became the new form of propaganda, with techniques honed during the war now being used to sell products and lifestyles, creating a society focused on consumerism.

2.3. Media Spin during the US Consumer Boom in the 1950s

The link between propaganda during World War II and the emergence of consumerism in the 1950s can be attributed to the shift in the role and impact of media. Previously used to rally people for patriotic reasons, the media now plays a key role in driving economic growth and societal transformation. The technological progress in communication during the war was harnessed to stimulate the consumer market. Lessons learned from wartime propaganda were repurposed to promote consumer products, appealing to familiar human sentiments but for commercial gain. The wartime ideals of freedom and triumph were repackaged as stories of abundance and personal choice.

The 1950s marked a significant shift in American history because of the tremendous economic growth that followed the war, which led to increased prosperity and the rise of a consumer-driven society. Known as the "Golden Age of Capitalism," this period saw a dramatic shift in social norms, attitudes, and standards, mostly in the direction of powerful media figures who utilized media to their advantage. The rise of consumerism was not just a result of economic success but also a calculated attempt by the elites to shape public attitudes and behaviors

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

regarding consumption and spending. “During this time, the United States emerged as the world’s leading industrial power, and with generous government support for education and home loans coupled with a booming economy, Americans enjoyed more discretionary income than ever before.”. (Khan Academy, 2017). The baby boomers, a generation born in the aftermath of World War II, grew into teenagers and young adults, emerging as a notable demographic group with significant purchasing power.

Marketers and advertisers soon recognized this demographic as a “jackpot market” and began to target products and entertainment to cater to their preferences and interests. “In the 1950s, given its size (15 million strong) and spending power (estimated at over \$9 billion a year in 1958 and increasing to \$14 billion by 1965). The baby boom generation was more likely to attend high school and college, and the U.S. became the largest consumer-oriented economy in the world. Youth consumer spending included fashion, grooming products, cars, and sporting goods, the promotion of which in advertising led to a form of “youthful hedonism” not heretofore seen on this scale. The musical genre of “Rock and Roll” emerged and tapped into the interests and spending power of the new “teen” market. The new market and associated cultural effects expanded to other parts of the globe, with lasting changes in the way that youth are portrayed and considered in the modern economy.” (Bill Osgerby, 2008, pp. 27–58). The media played a crucial role in promoting consumerism. Television, which was a new technology during that period, started to rival movies as a prominent source of popular entertainment. It became a strong tool for disseminating images, messages, and ideas that supported religious belief, patriotism, and following social standards while also promoting consumer habits. “Advertisers

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

understood that they could sell not just products but lifestyles and dreams, tapping into the minds of consumers using sophisticated advertising psychology" (Valerie Forgeard, 2023).

Authority figures, such as politicians and executives from large corporations, recognized how consumer culture could support both economic development and social order. By promoting consumerism, they could guarantee a consistent demand for goods, which in turn backed the capitalist economy. The media promoted the notion that happiness and prosperity could only be attained through obtaining material possessions. This agenda had such a widespread impact that it spread worldwide, impacting other regions and changing the way that young people are depicted and valued in today's economy.

The consumerism of the 1950s was strongly linked to the idea of the American Dream. The era was characterized by a growing emphasis on achieving material wealth, with the suburban house becoming a prominent representation of this ideal. Housing projects such as Levittown came to symbolize the family-centered, consumption-focused lifestyle of the time. "The media glorified this way of life, further driving the desire for consumer goods". (Khan Academy, 2017)

One of the primary strategies implemented to make consumer spending easy was the introduction of economic measures such as the G.I. Bill and the development of suburbs, formally known as the Servicemen's Readjustment Act of 1944, which played a significant role in influencing consumer behavior during the period following World War II. The G.I. Bill was a landmark piece of legislation that offered various benefits to World War II veterans upon their return. "Among its provisions were low-cost mortgages, low-interest loans to start a business,

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

and tuition and living expenses for education and training” (Nicolaidis, B., & Wiese, A., 2017, April 26). The financial benefits provided to veterans directly influenced how they spent their money. Many people were able to purchase a home, which in turn increased demand for household items like appliances, furniture, and cars. The educational benefits also resulted in a more skilled workforce, leading to better job opportunities and higher incomes. Veterans and their families were able to engage more in consumer activities after the improvement of their financial situation.

Another strategy employed to boost spending was the increase in consumer credit availability. The introduction of credit cards and installment payment options simplified the process of buying costly items by allowing consumers to make purchases without having to pay immediately, thereby eliminating a major obstacle to consumer spending. "This strategy effectively created a culture of debt that tied consumers to a cycle of earning and spending ". (Johnston, 2007)

Carefully designed advertising campaigns were created to seamlessly integrate consumer products into the concept of the American Dream. By linking consumer goods with the American Dream, the ruling class created a narrative that purchasing was not just a transaction but also a step towards achieving one's aspirations. The spread of American culture around the world led to the global dissemination of consumerism, as other countries adopted the consumerist model. "This expansion opened new markets for American products and further entrenched the power of the elites on a global scale" (Strikwerda, C. J. (2018). Too Much of a Good Thing?) This goes to show that the goals of those in power were not limited to just one country but had significant global impacts.

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

The idea of 'keeping up with the Joneses' refers to the societal expectation to equal or surpass one's neighbors in terms of social standing and possessions. Many families relocated to the suburbs in large numbers, each trying to outshine the others by acquiring the newest car, the most up-to-date appliances, or the trendiest home decorations. During the 1950s, this was not just about personal goals but also tied to the influence of the elite class, which used the media to shape perceptions and promote certain agendas. By encouraging a mindset of comparing and competing, they guaranteed a steady demand for their goods, which in turn supported the capitalist system, strengthened their authority, and took advantage of this to advance personal agendas.

In the end, the influential figures used the consumer culture trend in the media to change society's perception and depiction of success and happiness. This was not done for the betterment of society but rather to keep misleading the public by dictating what is right and what is wrong, and there is also a possibility of targeting specific goals that benefit their interests.

Nowadays, there is an almost unanimous belief that media has unquestionably become a crucial component of our daily lives, influencing almost every facet of our existence. Its impact goes beyond just entertainment, as it educates, motivates, and molds our lives significantly. Whether we are browsing through social media platforms, viewing a documentary, or perusing news stories, media continues to be a constant presence that significantly influences our everyday encounters.

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

For a further exploration of how media has influenced society to embrace new ideas that were once considered controversial, we tackled the issue of the women's liberation movement as one of the most significant movements in history.

2.4. Elite's Side Interests on The Feminism

During the 1920s, the initial wave of the women's rights movement focused on securing women's right to vote. Activists during this period drew inspiration from the efforts of earlier years, particularly from the work of Elizabeth Cady Stanton, a prominent civil rights activist. Stanton's Seneca Falls Declaration, presented at the 1848 Seneca Falls Convention in New York that she organized, emphasized the inherent equality of women and advocated for equal access and opportunities in politics (Elizabeth Cady Stanton, 2004). During the convention, numerous pioneers of the women's suffrage movement were present, along with individuals who were against the idea of women voting and being politically active. One person, identified as "Mr. Colton of Connecticut," praised women but felt they should stay at home rather than participate in the political sphere (Johnson, 2017). Once we understood the desires of each group, it became essential for us to determine if women truly required this movement or if it was merely a narrative pushed by the media to benefit those in authority.

Given that most women in 1960 were homemakers, the typical family income was \$5,600 in that year (Scammon, R. 1962). While this amount allowed some families to live modestly and comfortably, it was not considered a high income, but it was sufficient to meet their needs. Some people saw feminism as a means to reach greater goals; this is what Aaron Russo claims, a filmmaker and former politician who had a close relationship with Nicholas Rockefeller.

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

However, he eventually ended this relationship after being shocked by what he discovered about the Rockefellers and their goals. When Nikolas asked him about his thoughts on feminism, Aaron mentioned that it was about women having the right to work and receive equal pay as men, similar to how they fought for the right to vote. Nikolas laughed and responded to him by saying, "You are an idiot." He then revealed that the Rockefellers had funded the Women's Liberation Movement, controlling media outlets such as newspapers and television through the Rockefeller Foundation. He explained that the primary reasons for this were to ensure they could tax the entire population and to influence young minds by indoctrinating children in schools from an early age. (Clip from Zeitgeist documentary, Peter Joseph.).

After the convention mentioned above, and exactly in 1849, a significant development occurred in the media landscape for women when Amelia Bloomer launched Lily, the first newspaper in the United States that was owned, edited, and published by a woman. Lily focused on topics such as temperance, women's rights, and dress reform, particularly advocating for women to wear pants instead of skirts or dresses. This shift in fashion led to the popularization of pants that were later named "bloomers" in honor of Amelia. The success of Lily demonstrated the influence of media on society, with the newspaper's yearly subscription costing fifty cents and its readership steadily growing over the years. Lily's initial circulation of two to three hundred subscribers increased to eight hundred after the first year and eventually reached over four thousand by 1853 (A Voice of Their Own: The Woman Suffrage Press, 1840–1910, Folkerts J. Solmon).

The discussion and eventual societal shift in women's fashion standards due to dress reform exemplified the agenda-setting theory. According to Littlejohn et al. (2017), the media

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

influences what topics the public focuses on rather than dictating their thoughts. The agenda-setting process involves two separate levels. The first level identifies the overall important topics, while the second level focuses on specific parts or aspects of those topics that are considered significant (Scheufele, 1999). In this instance, *Lily* utilized agenda-setting at the initial level to address women and the challenges they were encountering. At the second level, the newspaper highlighted a particular action that could be implemented to promote gender equality, which was dress reform. *Lily* talked about a societal shift, and readers acknowledged this, leading to the change being adopted from the newspaper into our daily lives.

In 1870, a significant development in media occurred with the establishment of the *Woman's Journal* by the American Women Suffrage Association (AWSA), led by Lucy Stone. This weekly newspaper was considered a leading suffrage publication in America (Richardson, 2010). The journal served as a platform for AWSA to communicate its beliefs and initiatives towards achieving women's suffrage. The collaboration between movements like AWSA and media outlets like *Lily* and *Woman's Journal* demonstrated the synergy between activism and the press. Activists were inspired by the women who came before them, which led them to initiate a strong effort to advocate for women's suffrage. Starting in the early 1900s, public demonstrations gained traction, particularly in the western states. These efforts proved fruitful, as Wyoming, Colorado, Utah, and Idaho were among the initial states to secure women's voting rights. The protests and political activities garnered increased media attention nationwide (Johnson, 2017). In 1996, research was carried out analyzing the coverage of suffrage events in ten Wisconsin newspapers between 1911 and 1919. The study investigated the criteria used for selecting words and other aspects of the reporting. The findings were as anticipated, showing that newspapers

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

with editors supporting suffrage tended to portray the events positively, while those with opposing views did the opposite (Burt, 1996).

Ultimately, the elite manipulated the "feminist trend" in the media to alter how society views and portrays women, not for the sake of women but to achieve pre-determined objectives. These trends have negatively affected the traditional family structure, which has historically been viewed as a sacred union between fathers and mothers focused on raising their children. This dynamic has shifted from being cooperative to one characterized by parental competition, as feminist beliefs have encouraged women to pursue "gender equality" and question societal expectations. Consequently, parents now vie for more authority and influence within the family unit, leaving the children as the ones who suffer from unwarranted egos. This has led to a significant concern regarding effective child-rearing practices.

2.5. Elites' Manipulation of Parental Perspectives

The growing worry about the significant impact of media on child parenting is centered on the idea that those in positions of power might be using media as a tool to systematically control and shape the minds of youth. The idea of agenda setting implies that the media influences what topics we focus on rather than dictating our opinions. This can have significant effects on child-rearing practices. "Elites, who often control media outlets, can use this power to prioritize certain topics, values, and behaviors, subtly guiding the narrative in a way that aligns with their interests." (Maximino, 2014) The repetitive messages can have a long-term influence on young minds, molding their beliefs and attitudes from a young age.

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

Guardians, who play a key role in controlling their children's exposure to media, are also targeted by this content created by influential individuals. "Through ownership of these media platforms, elites can craft content that promotes their agenda, whether it be consumerist values, gender roles, or social norms" (Poulain, T., Meigen, C., Kiess, W. 2023, 23, 371). Parents may sometimes find themselves unable to consistently supervise and control the content or to monitor and filter a video or a children's show that their children are exposed to, which can result in them depending on the media's depiction of 'perfect' parenting. Therefore, these same dominant groups can further entrench the control of media content. "Regulations that govern what is broadcasted, the time slots for children's programming, and the advertising directed at young audiences can all serve to reinforce the agendas set by those in power" (Gentile, 2014, p 479)

2.5.1. The Gradual Change of Raising Children

The way children are being raised has changed significantly, a development that says a lot about the media's subtlety due to the influence of the media, which has been skillfully wielded. The bounds of what is considered acceptable inside the family have progressively changed as a result of this transition, which was nearly invisible at first, demonstrating that societal norms and standards are not fixed but can be shaped through the strategic dissemination of messages that serve a specific agenda. Once-forbidden activities are now accepted and embraced, and actions that were once seen as not acceptable are now seen as normal. This sudden change does not seem to be the result of the natural development of public opinion; rather, it seems to be the result of manufactured consent and an effort by the elite to influence the perceptions and values of the next generation, a calculated arrangement by those in positions of authority to influence the views and values of coming generations. The deliberate change is

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

evident in the way that parents, who were once guardians of tradition, are now unknowingly facilitating the integration of this new way of thinking into modern family life.

2.5.2. Targeting Children through Double Understanding Topics

Media began addressing once-taboo topics as it started to address points that were once considered unthinkable, like gender neutrality, which challenges the conventional double understanding of sex, and picked up perceivability through media representation. TV shows, movies, and articles began to highlight characters and real-life stories that broke absenteeism and presented non-traditional gender roles, leading to a more fluid understanding of gender identity. This exposure to alternative narratives played a critical role in normalizing these concepts for the children, influencing public opinion, and making it more acceptable and satisfactory for parents to support their children in investigating their gender identity freely.

Before mass media became prevalent, parenting norms were mainly guided by traditional values and community standards, which were largely directed by conventional values and community measures with clear roles. The family unit worked within a clear set of roles, with particular parts for mothers, fathers, and children. These roles were reinforced by local customs, religious teachings, and educational systems to maintain the status quo. However, as the media became more influential and took a more central role in society, it brought with it the potential to challenge and reshape these conventional standards. The presentation of radio, followed by TV, and the Internet created a new public sphere that was accessible to everyone, allowing for the spread of ideas and values beyond local customs. This shift permitted the dispersal of thoughts and values that were not bound by societal traditions.

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

As a movement that promotes gender equality, feminism upends conventional wisdom and gives women more authority. Its influence goes beyond personal empowerment, though. The goals of people in positions of authority and societal conventions have a big impact on parenting as well. Which is shaped by societal norms and authority figures. The same factors that shape feminist discussions also affect parenting practices, highlighting the importance of critical examination

2.5.3. The Use Cartoons to Achieve Certain Goals

The change in content indicates a clear intention to shape the thoughts of young audiences. Cartoons can influence children's beliefs and attitudes by portraying specific ideologies as standard. "This is not a random occurrence but a strategic move by creators and producers who are aware of the impact their content can have on impressionable minds." (Derzyan, 2017)

In the past, cartoons were made primarily to amuse children, without any hidden messages or influences from those in power. These early animations were basic, usually without dialogue, and centered on physical comedy and imaginative situations that captured the imagination of young viewers.

2.5.3.1. The Children's Animated Series "Steven Universe 2013"

A prominent example of the impact of elite interests on the content of children's media is the children's animated series "Steven Universe 2013", which is known for its messages and has prompted conversations about how media can influence the thoughts of young viewers. "The show, lauded for its progressive themes, has been a vehicle for introducing and normalizing

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

concepts that were once on the periphery of societal acceptance." (Melnyk, 2021). The narrative contains themes of inclusivity, diversity, and unconventional gender roles, subtly promoting a specific agenda favored by certain influential groups in society. The sudden shift in societal approval can be credited to the deliberate utilization of social norms in consumer actions. "Understanding the impact of socio-cultural influences on sustainable consumption can inform the development of effective strategies and interventions to promote behaviors aligned with the agendas of those in power" (Pladek, B., 2016, pp. 501–504). The material found in media, like cartoons, is a potent resource used by marketers and policymakers to promote socially acceptable actions and deter those that are frowned upon. In this situation, "Steven Universe" is more than just an animated show; it serves as a model for shaping society and has a subtle influence on the young viewers who watch it. This demonstrates how media can help maintain change by exploring the social and cultural aspects of acceptance. This pattern of abrupt shifts in society is not limited to just child-rearing practices or media content. "It is a broader reflection of how young people's relationship with consumption is a key ingredient of social and economic change." (Walgrave, S., 2016).

In this situation, the elite has effectively controlled how parenting ideals are presented in media stories, subtly influencing perceptions and standards. It goes beyond promoting improved parenting methods; instead, it is a deliberate strategy to promote specific agendas using the framework of family relationships and raising children.

Chapter Two: Exploring Historical Examples of Propaganda in Modern American History

Conclusion

At the end of this chapter, after examining a detailed historical background that illustrates how the media has influenced public opinion to embrace new trends as lifestyle choices. According to what was mentioned above, it is evident that this shift was achieved through the strategic presentation of news to make the transition appear natural. We can say that the mainstream media is seen by some people as a tool used to deceive the public and uphold the progressive agenda no matter what. By promoting certain views, the media spreads misinformation that distorts reality. This creates a cycle of conformity that the public is being pressured to follow. Social media has amplified these trends by making it easier to gain acceptance as instant feedback of our conformation to these new popular ideologies. This is to say that the popularity of thoughts is rewarded, while unpopular actions are often overlooked.

While it may not be accurate to say that the media directly dictates our choices, it is undeniable that the media, including news, entertainment, and educational content, can influence our perspectives and shape our understanding of the world. Through media, we receive a wealth of information and insights that can affect our thoughts and behaviors.

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

Introduction

After establishing the theoretical framework of news filtration through Herman and Chomsky's propaganda model in the first chapter, it delves into a detailed historical background in the subsequent chapter. Moving forward, the objective of this section is to assess the model's relevance and constraints by examining a current issue or movement. Specifically, the chapter will scrutinize media portrayal of the LGBTQ topic, evaluating each filter independently and illustrating their connection to real-world instances. Additionally, this part will seek to explore the reception of this emerging concept and investigate the motivations driving mainstream media to promote this trend.

3.1. The Media's Power to influence political perspectives on sexuality

In the United States and other countries, there have been significant and swift changes in public attitudes towards lesbian and gay individuals. Recent studies have investigated the role of media in driving this transformation. This indicates that media has the power to influence political perspectives on sexuality and minority groups on a global scale, particularly affecting the opinions of younger, more susceptible individuals. The transmission of information through various forms of media such as television, movies, music, and books facilitates interaction and communication between different groups and even across borders. Gordon Allport, a prominent psychologist, is frequently referenced in academic studies for his theory on contact, which suggests that interpersonal interactions can help diminish prejudice between different groups (Ayoub and Phillip M). Expanding on this concept, we propose that even "imagined contact" with characters in a television program can alter perceptions of different social groups. Our

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

research is primarily focused on investigating how a nation's media content and context can impact attitudes toward homosexuality. The rise in the representation of gay individuals in news, television, and movies began in the 1990s, notably with Ellen DeGeneres coming out on mainstream American TV as Ellen Morgan in the ABC sitcom "Ellen." This trend continued over the following two decades with increased portrayals of lesbian and gay characters in popular shows like "Will and Grace," "Modern Family," "Glee," and "Teen Wolf." The media has also started covering gay rights more extensively, particularly concerning politicized events like the "anti-gay Sochi Olympics" in 2014. While this shift was most noticeable in the United States and Western Europe, the impact of media representation transcends national boundaries, influencing the spread of ideas, values, and principles globally.

3.1.1. Procter & Gamble's Study on How Media can Influence Attitudes and Reduce Biases towards the LGBTQ Community

A recent study by GLAAD and Procter & Gamble revealed that media such as movies, TV shows, and advertisements have the power to shift attitudes and eliminate biases against the LGBTQ community. The research found that nearly half of non-LGBTQ individuals have become more accepting of gay and lesbian individuals due to their portrayal in media, with a significantly higher acceptance rate compared to those who have not been exposed to LGBTQ representation. The study also showed that a majority of participants were comfortable with LGBTQ characters in popular films and shows like "Love, Simon" and "Pose." Additionally, exposure to LGBTQ individuals in media led to an increase in support for equal rights among 80% of respondents, in contrast to 70% of those who had not been exposed to LGBTQ representation. Conducted online in late 2019, the survey included over 2,000 non-LGBTQ

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

American adults. (LGBTQ-inclusive Entertainment Promotes Acceptance, Helps Brands: Study, 2020).

Now that this new trend has been introduced and is gaining acceptance and support, we may start to examine Chomsky's assertions in his model by analyzing how the media covers the LGBTQ community.

3.2. The Five Filters at Play: Decoding the Propaganda Model in LGBTQ Media Coverage

3.2.1. The Dynamics of Media Ownership in LGBTQ Coverage

In the early 1800s, a radical press emerged in Great Britain, promoting class awareness and collective empowerment. However, the ruling class saw these publications as threats to social stability and implemented libel laws. Market forces replaced coercive tactics, and technological advancements led to the industrialization of the press. By 1867, the cost of launching a daily newspaper in London increased to 50,000 pounds, and the Sunday Express required over two million pounds in investment.

The initial restriction on media ownership in the US over a century ago was effective, but it has become more effective over time. By 1986, the US had over 25,000 media entities, including newspapers, magazines, radio, TV stations, book publishers, and movie studios. Most of these entities are controlled by the top twenty-nine media systems, which form a powerful "Private Ministry of Information and Culture" that influences the national agenda. The consolidation of power within the top tier was boosted by the emergence of television, which centralized news production and distribution. Pressures from shareholders, board members, and

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

financiers have grown stronger in recent years, leading to increased valuations of media franchises and family-owned media businesses. (Bagdikian, 1987, p.16)

The media industry's integration into the market system has been accelerated by deregulation, lifting restrictions on media concentration, cross-ownership, and non-media ownership. This has led to increased profitability, resulting in takeovers and threats, forcing major companies like CBS and Time to focus on profitability and seek support from banks, institutional investors, and individual investors.

Large media companies, with two-thirds privately owned or under family control, have a strong influence on the industry. These controlling families hold substantial wealth and have a vested interest in maintaining the current structure. They wield power by setting company goals and selecting top management. Media companies' reliance on government licenses and franchises makes them vulnerable to government influence. To safeguard against this, they engage in lobbying, political spending, and careful policy considerations. The media's political affiliations are notable, with many former government officials serving as outside directors. Major media outlets rely on government support for policy endorsement, focusing on factors like business taxes, interest rates, labor regulations, and antitrust laws. Companies like GE and Westinghouse rely on government funding for nuclear power, military research, and international sales. Publications like Reader's Digest, Time, and Newsweek seek diplomatic support to spread American commercial and cultural messages internationally. these companies share common interests and influence news coverage decisions. We understand that mainstream news organizations are large corporations. They are frequently included in bigger entities. Their

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

ultimate goal is Profit. As a result, it is in their best interests to advocate for anything that ensures that profit. Naturally, critical journalism must come second to the corporation's requirements and interests.

Previous research has indicated that media outlets like newspapers tend to have a more progressive stance on LGBTQ issues, influencing their audience to be more supportive of LGBTQ rights. A study by Chomsky and Barclay in 2010 found that media institutions such as The New York Times and Wichita Eagle consistently advocate for LGBTQ rights, regardless of their audience's political leanings or geographic location. This suggests that the owners of media companies, rather than the audience, have a significant influence on whether the organization supports LGBTQ rights. This contrasts with the findings of the Gentzkow and Shapiro study, which suggested that media viewpoints align with those of their audience. The study by Chomsky and Barclay in 2010 revealed that positive media coverage can lead to increased support for LGBTQ issues. However, a subsequent study by Chomsky and Barclay in 2013 revealed that the owners of The New York Times actively suppressed LGBTQ-related stories until 1987, despite journalists believing these stories were newsworthy. While the 2010 study demonstrated the impact of media bias on public opinion, the 2013 study highlighted that bias is determined by the owners rather than the readers or journalists. These studies challenge the minimal effects hypothesis, support the idea that news organizations choose their bias in reporting LGBTQ stories, and demonstrate the influence of this bias on public opinion.

Movies, television programs, and commercials can change perspectives and reduce prejudices against the LGBTQ community. The ESG, or environmental, social, and governance

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

group, ensures that companies are making ethical decisions. Larry Fink and Blackrock emphasize the importance of holding people accountable for doing the right thing. DEI, which stands for diversity, equity, and inclusion, measures how well a company is promoting diversity. For instance, if a company has 20 employees and all are performing well except that the gay person in that company is treated in a bad manner, it reflects poorly on their DEI score. CEI, or equity index score, is another metric used to evaluate companies. The HRC is a major campaign that oversees all the aforementioned groups. The Corporate Equality Index by the Human Rights Campaign Foundation is a key tool for evaluating corporate policies, practices, and benefits related to LGBTQ employees. It serves as a national benchmark for measuring workplace inclusion for the LGBTQ community, showcasing the progress made by employers in adopting policies that promote equality over the past two decades. (The 2023 Corporate Equality Index, n.d.). HRC which dictates for companies what they should do to improve their score, was given 100 million dollars by George Soros in 2012. In relation to our work, let's consider the recent announcement made by Hollywood. Going forward, for a film to be eligible to win an Oscar, it must have at least one-third of its crew or main actors from underrepresented communities such as LGBTQ, feminism, or the Black Lives Matter movement. If a film does not include individuals from these communities, it will not be considered for an Oscar nomination. (FLAGRANT CLIPS, 2023)

Transitioning to the next stage of scrutiny, as outlined by both Herman and Chomsky, news must pass through a second filter to be deemed suitable for publication. This filter pertains to advertising and the influence of advertisers on the selection of news by media outlets.

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

3.2.2. The Impact of Advertising on LGBTQ Media Visibility

During the 1800s, Sir George Lewis, the Chancellor of the British Exchequer, promoted the idea of a free market to regulate opposing viewpoints. Advertisers supported newspapers that aligned with their interests, which undermined the influence of working-class publications and established a system of newspaper licensing. (Curran and Seaton, *Power Without Responsibility*, p.31)

Advertising has significantly affected newspapers' pricing strategies, leading to lower sales and investment in content. This system has pushed media companies relying solely on sales revenue out of business or into obscurity. Advertisers play a crucial role in media outlets' success, as they receive financial support to outcompete ad-free or ad-disadvantaged competitors. . (Bagdikian, *Media Monopoly*, pp. 118–26.)

This strategy has increased competition among competitors, leading to the decline of high-circulation newspapers and a decrease in the number of available ones. Working-class and radical newspapers have faced challenges due to their modest readership, deterring advertisers from showing interest. This disparity in advertising revenue contributed to the decline of post-World War II social-democratic newspapers in Great Britain, affecting the Labor Party's influence and highlighting the difficulties faced by mass movements lacking major media support and press hostility. (Curran and Seaton, *Power Without Responsibility*, p.43)

Television networks prioritize audience engagement for advertising ratings and revenue. As documentary or cultural content becomes costly, they may phase out this content in favor of

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

Ad-supported programming, impacting secondary media outlets. (Chomsky and Herman, 1988, manufacturing consent, p 78)

To determine if this filter has influenced the media coverage of the LGBTQ community in this chapter, we need to present some evidence. John Singer, (a Student at San Jose State University), was on the verge of starting a new job and was researching his future employer by watching their online videos. He came across a video promoting support for the LGBT community, where employees were expected to show their support as well. This made him question whether he should accept the job, as he believes it is wrong for a company to enforce such support. While he has no issues with the community itself, he is contemplating leaving the job shortly after starting because he does not want to work for a company that may be supporting the community just for appearances. Additionally, He stated that while watching Peacock, an NBC streaming service, He was shocked by a 2-minute ad promoting LGBT month. The ad contained inappropriate content and scenes from movies, which left him feeling disgusted. He attempted to contact the network but was unable to do so, leading him to decide to stop watching the network altogether as he was seeking safe content and was unexpectedly exposed to the commercial video.

Many people perceive advertising as intrusive and harmful to the environment, with far-reaching and significant impacts. They believe it contributes to materialism, cynicism, irrationality, selfishness, anxiety, social competition, sexual fixation, feelings of powerlessness,

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

and a decline in self-esteem. By drawing extensively from primary sources, these notions are combined into a framework that outlines the perceived effects and causes of advertising. (Pollay, "The Distorted Mirror: Reflections on the Unintended Consequences of Advertising"). "Advertising plays a significant role in shaping our culture, as indicated by recent studies like those conducted by Akestam et al. (2017) and McDonald et al. (2020), which suggest that advertising mirrors current trends and societal standards. Just as values evolve, advertising also adjusts and resonates with the community it relies on."

Marketing involves more than just targeting the right audience with the right message at the right time. Recent data from Google and YouTube indicates that messages promoting diversity and equality for the LGBT community have a significant impact, with brands like Burger King and HoneyMaid leading the charge. Navigating public opinion can be complex, making it challenging to effectively promote a brand's message. Brands are now not only judged on the quality of their products and services but also on their stance regarding the political and social issues that modern consumers are concerned about, particularly in the realm of LGBT advertising. With a growing focus on equal rights for the LGBT community, particularly in areas such as marriage equality and workplace diversity, consumer decision-making is being influenced. This is particularly evident among younger consumers, as a Google Consumer Survey from August 2014 found that over 45% of individuals under 34 are more inclined to support businesses that are LGBT-friendly. Additionally, more than 54% of this demographic express a preference for brands that prioritize equality. In response, companies are launching campaigns that promote messages of inclusivity, equality, and diversity, a trend known as "pride

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

advertising" that is making a significant impact online, as indicated by data from YouTube and Google. Two brands at the forefront of this movement are Burger King and Honey Maid. Burger King's advertising campaign celebrates equality and diversity, with a focus on supporting the LGBTQ community. Last year, Burger King launched new pride advertising during the San Francisco Pride events, featuring the Proud Whopper as part of its "Be Your Way" campaign. This special burger was introduced at a Burger King location on Market Street in San Francisco during Pride week. Despite being the same classic flame-grilled Whopper that has been served since 1957, it was wrapped in a rainbow-colored wrapper with a message for customers: "We are all equal on the inside." (Snyder)

In the past, the LGBTQ community in the United States was often left out of advertising efforts. However, there has been progress towards more inclusive and diverse brand marketing, as well as increased acceptance from the public. A recent report from GLAAD and the Edelman Trust Institute revealed that Americans are twice as likely to support brands that openly endorse and show dedication to advancing LGBTQ rights. GLAAD recently published two studies that provide valuable insights. The ninth annual Accelerating Acceptance study, which explores attitudes towards LGBTQ Americans, revealed that a record number of non-LGBTQ individuals now support equal rights for the LGBTQ community. This support is currently at its highest level ever. However, a separate analysis of LGBTQ representation in advertising paints a different picture. GLAAD's Advertising Visibility Index, a new research report, highlighted that the LGBTQ community is not adequately represented in U.S. ads and that current methods of inclusion are not always clear to consumers. The key message is that there is significant room for

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

improvement for the majority of brands. (Hayes, 2023). This only means that we are about to witness more people of this kind in front of us in the future of advertising.

3.2.3. Sourcing in LGBTQ Media Narratives

In Noam Chomsky's influential book "Manufacturing Consent," the importance of 'sourcing' as the third filter of the media is emphasized in influencing public opinion. This filter's success is evident in the media's role in influencing societal attitudes towards the LGBTQ community. It explains how the media relies on a consistent stream of news from government, business, and 'experts' who are often funded and endorsed by these dominant sources of power. The interconnected relationship between the media and influential information sources is driven by economic needs and shared interests, resulting in a scenario where the media becomes entangled with these sources in a collaborative manner.

In the past, mainstream media has rarely covered the LGBTQ community and when it did, the portrayal was usually negative. However, as social movements advocating for LGBTQ rights grew stronger, the media started to seek out stories and content that aligned with this changing perspective. By strategically sourcing information from these activists, organizations, and supportive political figures, the media played a key role in altering the narrative. By choosing to highlight these sources and display them, it led to increased visibility of LGBTQ issues and a greater acceptance of the community's rights.

The significance of this filter can be connected to the changing public view of the LGBTQ people group. In recent years, there has been a notable change in the public eye's perspective on these people. Studies indicate that overall, people become more tolerating of gays

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

and lesbians, with a majority of LGBTQ adults noting an increase in societal acceptance over the past decade. This change in perspective can be credited to different elements and factors such as greater visibility and representation of those individuals in the media. Its involvement in giving voices, stories, and a platform has been crucial to this development. This expanded to a more widespread cultural representation that is considered a more extensive social shift, influencing individuals of any age and foundation. By featuring LGBTQ characters in television and other media outlets, has added to normalizing their presence in the public eye, ultimately promoting a more diverse and inclusive atmosphere.

The outcome of the sourcing filter in the case of LGBTQ trends is evident in the way public opinion has evolved. Media portrayals have moved from marginalization to normalization, with characters and stories becoming ordinary in TV, film, and online stages. This shift in how LGBTQ individuals have been represented mirrored changes in public opinion and played a role in shaping them, by introducing this community from a perspective of predictability and viewing them as normal and relatable, this helped foster a more inclusive society. The evolution is further propelled by streaming services like Netflix, Hulu, and Amazon Prime Video, offering a different exhibit of LGBTQ-centered shows and films. This content is not just more plentiful yet in addition more comprehensive, often going beyond the portrayal of same-sex relationships to explore a wider range of LGBTQ experiences.

An example worth mentioning of the sourcing filter is the TV show "Euphoria." which airs on HBO. The show has been commended for its crude and valid portrayal of LGBTQ people, especially through the personality of Jules, a transsexual young woman played by

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

transsexual entertainer Tracker Schafer. In addition to featuring LGBTQ characters, "Euphoria" defies convention by granting them character and complexity, enabling them to be more than just their gender identification or sexual orientation. The effectiveness of "Euphoria" in portraying the LGBTQ population is an obvious sign that the sourcing filter is in place. They have actively sought out stories and actors that portray the diversity and experiences of LGBTQ individuals. This intentional choice has greatly influenced how the public perceives these communities, which has given underrepresented groups more visibility among audiences.

The sourcing and flak filters, while appearing as separate components in media dynamics, are interconnected tools manipulated by those in power. The sourcing filter decides who gets to speak and what stories get told— often echoing the interests of those in power while invisibly shaping public conversations to keep things as they are. It ensures that the portrayal of LGBTQ issues is always viewed through a particular ideological lens; on the other hand, the flak filter works as a form of institutional critique used by powerful groups to discipline those who do not toe their line, safeguarding the elite's dominance. These two filters show us how tightly controlled media narratives are: we need to be actively reading between the lines for hidden agendas because this level of manipulation demands our scrutiny and refusal to be passive consumers.

3.2.4. The Flak Factor: Depiction of LGBTQ Voices in the Media

As we previously addressed within the propaganda model in the first chapter, there is the fourth filter which is the flak filter, which denotes the mechanisms that enforce discipline on the media through negative feedback mechanisms — or pushback — from powerful entities to

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

media content that goes against their interests. Flak takes many forms but can be seen most typically in complaints, lawsuits, and boycotts. Which are used to sway and sometimes prevent media organizations from sharing specific stories or details. This filter plays a crucial role in the propaganda model by molding media coverage as it obstructs content that questions the existing order or the agendas of powerful groups.

In the context of this topic, the flak filter tool has been effective in the hands of elites within the LGBTQ community narrative. Influential individuals used the filter to manipulate the narrative about this community for their benefit. This perspective suggests that the LGBTQ community's visibility and representation in the media are not the product of natural evolution, but rather deliberate actions taken by individuals in positions of authority. This can be manifested in different ways, such as financial pressure by pulling advertising funds, public criticism, and political tactics. Consequently, the media environment becomes cautious in portraying the LGBTQ community, often opting for representations that do not challenge societal norms or support current power dynamics.

The impact of the flak filter can be seen clearly in how LGBTQ individuals are depicted in popular media. These portrayals are not created to tell a story but to ensure that there is no discomfort caused among the conservative audience or that it does not go against what the sponsors and political allies would want. The media's hesitance to explore the details of LGBTQ or to challenge the current norms shows the influence of the flak filter. The media's hesitance to explore the nuances of LGBTQ lives or to challenge the current norms shows the influence of the flak filter. Moreover, “Research indicates that LGBTQ representation in media has reached new

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

record highs, with an increase in the visibility of LGBTQ characters on television”. (Deerwater, 2022). That would imply that efforts to promote inclusivity through advocacy and public pressure have been effective. Nevertheless, the way LGBTQ individuals are portrayed in the media is often influenced by the preferences of media elites, who may decide to portray LGBTQ narratives that coincide with their own agendas or the status quo. As the form of this representation is frequently controlled by them.

3.3 Discussions of the Motivation of the Media in Pushing the LGBTQ Agenda

Ultimately, after fully implementing the model as proposed, the public needs to investigate the reasons why media companies were motivated to cover this particular phenomenon. This would allow for a comprehensive understanding of the situation, encompassing all perspectives on the matter.

On one hand, some people believe that the portrayal of LGBTQ individuals in media is seen as a vital way to advocate for diversity, equality, and inclusivity. As our society progresses, the presence and positive depiction of LGBTQ characters and narratives in movies, TV series, books, and other media platforms play a significant role in influencing public attitudes and promoting empathy. According to this perspective, the media coverage helps Challenging Stereotypes, meaning, providing accurate and varied representation is crucial in dispelling stereotypes and misunderstandings about LGBTQ individuals. By depicting its characters in a nuanced and multifaceted manner, the media can break down damaging stereotypes and present a more authentic depiction of queer lives. In addition to that, the portrayal of LGBTQ individuals in media is essential for enhancing their visibility and fostering acceptance. Authentic and

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

positive depictions of LGBTQ characters introduce audiences to a variety of stories, ultimately promoting empathy, comprehension, and acceptance

of different sexual orientations and gender identities. Supporters of this trend often say that positive portrayal in media can significantly influence the mental health of LGBTQ individuals. When they see positive depictions of themselves in characters and narratives, it can validate their identity, decrease feelings of loneliness, and encourage self-acceptance and confidence. (Takenshadow, 2023)

On the other hand, some individuals view media coverage that supports the LGBTQ movement as a way for news outlets to advance other hidden agendas that align with their negative intentions. Mainly focusing on promoting depopulation and pedophilia agendas.

Elon Musk, an electrical engineer, is widely recognized for his discussions on depopulation and declining population trends in literature and the media. He has raised concerns about the potential collapse of global civilization, with a particular focus on Japan's risk of disappearing if birth rates do not increase. Musk's social media posts on this subject have garnered significant attention, often sparking expected reactions. The prevailing narrative tends to oversimplify the population issue, presenting it as either too high or too low while neglecting the complexities of sustainable development. This viewpoint fails to acknowledge the intricate challenges of habitat degradation and dwindling animal populations. Population decline is frequently linked to low fertility rates and out-migration, which can be worsened by institutional shortcomings that impede individuals from fulfilling their reproductive aspirations. According to numerous Twitter users, there is a widespread belief that the current situation is misunderstood.

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

@SikhForTruth expressed this by stating: "The events happening today are aimed at reducing the population... From the rise of LGBTQ movements (which do not focus on reproduction), food scarcity, genetically modified viruses, abortion rights, and the distribution of dangerous 'vaccines' - all these factors seem to lead to one outcome - increased mortality. All under the guise of promoting health." Many individuals suspect that the driving force behind this phenomenon is linked to a globalist plot. @VerseCannon suggests that the real goal of the global elites, oligarchs, and world leaders is depopulation. (Gietel-Basten)

These elites also manipulated how people see marriage by passing laws that support same-sex marriage. As a result of that, in today's society, marriage is often viewed as a symbolic gesture or personal achievement rather than a commitment to adult responsibilities such as raising children. This shift is concerning because "individuals" who do not value the importance of having and raising children are less likely to do so, which can have serious implications for a state's population growth. Certainly, the state recognizes the importance of adults' desires for marriage, including happiness, commitment, stability, and social status. However, a perspective that only considers these adult-focused aspects of marriage is insufficient, as it overlooks the courts' recognition of states' interests in procreation and could be detrimental to society as a whole. While a definition of marriage based solely on adult interests may seem persuasive, it is fundamentally flawed if it leads to a decline in the fertility rate and jeopardizes the well-being of society. (Carroll et al.) Eventually, this is the outcome of promoting "gay marriage".

The second issue raised by some conspiracy theorists is that the LGBTQ trend is used mainly as a stepping stone to pass other agendas such as pedophilia.

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

The pedophiles are advocating for the normalization of pedophilia and seeking to remove it from the criminal code. They are using the argument that if children are considered old enough to make decisions about their gender identity and reproductive organs at a young age, then they should also be considered old enough to consent to sexual activity. This viewpoint is being supported by some within the LGBTQ community, who are trying to rationalize this argument in court. The LGBTQ community is being used as a disguise by pedophiles to advance their agenda. (Followers, C. 1. (n.d.) rumble) . They are using the term “Grooming” which is a strategy frequently employed to exploit children, involving the gradual establishment of trust with a child, their family, and community to ultimately manipulate, pressure, or compel the child into participating in sexual acts. The individual engaging in grooming targets the child's weaknesses, breaks down their boundaries, and progresses towards sexual abuse and dominance, all while portraying themselves as a trustworthy figure to those around the child. When individuals and groups who are homophobic and transphobic accuse this community of "grooming" children, they are not referring to these genuine grooming tactics. (Fighting Anti-LGBTQ Grooming Rhetoric - Connecticut Alliance to End Sexual Violence, 2023)

The World Economic Forum at Davos has stated that pedophilia should be considered a sexual orientation and included in the LGBTQ community. Klaus Schwab and his associates believe that pedophiles should be recognized as a protected group in Western nations, alongside LGBTQ individuals, and be granted hate crime protection. In countries like Canada under Trudeau's leadership, individuals who insult a pedophile could potentially face severe penalties ranging from five years to life imprisonment. The Canadian government is contemplating an 'Online Harms Bill' with far-left fascist elements, which includes a thought crime provision that

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

could result in lengthy prison sentences for Canadians accused of hate crimes. This policy, part of Trudeau's 'Online Harms Bill,' would permit individuals to be detained and compelled to wear an electronic monitoring device if they are suspected of committing a hate crime. The WEF, which has influenced the Canadian government, is also aiming to implement a global policy that would require countries to decriminalize or ease their laws regarding pedophilia. This aligns with the WEF's goal of dismantling the traditional family structure and reducing the global population. They are promoting the idea that pedophiles should be accepted and valued in society due to the suffering they experience. The global elite believes that raping and harming children is not wrong while criticizing pedophiles could lead to severe penalties in countries like Canada. This disturbing trend of normalizing pedophilia is gaining traction, as seen in recent events in Spain and Germany. The elite are determined to legalize pedophilia and are using various tactics to manipulate public opinion. Major media outlets like The New York Times and CNN have published articles advocating for sympathy and understanding towards pedophiles, arguing that they are not monsters and should be accepted by society. As an example, CNN once responded with an article stating that pedophiles should not be viewed as "monsters" or "social deviants hiding in the shadows." The article suggested that society needs to change its perception of pedophiles. CNN then went further by urging empathy towards pedophiles, emphasizing that we should try to understand them as they cannot control their attraction to children.(Dmitry, B. (2024, March 31)

Conclusion

We have reached a point where it is evident that the LGBTQ community may be exploited to advance other causes like pedophilia and reducing population, as these issues are

Chapter Three: Evaluation of the Evolution of Public Perception Regarding the LGBTQ Community

interconnected. By carrying out this project, our goal is to increase people's awareness of the news they are exposed to. Denzel Washington once stated in response to the media dishonesty that if you do not keep up with the media, you are uninformed, but if you do follow the media, you are misinformed. For media, the long-term effect of too much information is the need to be first not even to be true anymore.

We aspire to a society that is awake and remains true to its beliefs, unaffected by sensationalized news and biased viewpoints from the media. Jordan Peterson emphasizes the importance of equipping oneself with knowledge and precise language to become literate and resilient.

General Conclusion

General Conclusion

This study showed how society increasingly accepted ideas that were previously considered socially unacceptable. It also investigated how the media influenced what was considered acceptable in American society and examined the role of the media in shaping societal norms. Additionally, the research explored how the media influenced public perception of the LGBTQ community over time and assessed the ongoing impact of the propaganda model in the contemporary media environment.

The study discussed significant changes in societal norms over time, highlighting how social norms evolved and shifted due to various factors. For instance, the example of handshaking becoming discouraged during the COVID-19 pandemic illustrates how norms change rapidly in response to social or environmental events. The research also mentioned the evolution of beliefs around gender, with society now accepting more than just two genders. It emphasized the importance of understanding how individuals perceived norms in order to change them, noting the influential role of the media in reflecting and shaping societal norms. Furthermore, the dissertation delved into how media, from printed newspapers to social media, played a key role in transforming cultural norms. Notable examples included TV shows like ‘Sex and the City’ and ‘Friends,’ which shaped public views on relationships and marriage. Overall, the investigation underscored how media had been instrumental in challenging traditional beliefs and promoting diverse perspectives on societal norms.

A detailed historical background is presented to show how the media has influenced public opinion to adopt new trends as lifestyle choices. The chapter suggested that this shift was accomplished by strategically presenting news to make the transition seem natural. Some individuals view mainstream media as a tool for deceiving the public and promoting a

General Conclusion

progressive agenda. By endorsing specific perspectives, the media spreads false information that distorts reality, leading to a cycle of conformity that pressures the public to comply. Social media has further amplified these trends by facilitating instant feedback on our adherence to these new popular ideologies. Essentially, the reward lies in conforming to popular thoughts, while unpopular actions are often disregarded.

The media has influenced how the American public views the LGBTQ community over time, initially portraying them as marginalized and victims, but later including them in TV programs. A recent study founded that media like movies, TV shows, and advertisements can shape attitudes and reduce biases against the LGBTQ community. The research revealed that almost half of non-LGBTQ individuals have become more accepting of gay and lesbian individuals due to their representation in media, showing a higher acceptance rate compared to those not exposed to LGBTQ representation. The study also indicated that most participants were comfortable with LGBTQ characters in popular films and shows such as "Love, Simon" and "Pose." Exposure to LGBTQ individuals in media also led to increased support for equal rights among 80% of respondents, in contrast to 70% of those who had not encountered LGBTQ representation. The survey, conducted online in late 2019, involved over 2,000 non-LGBTQ American adults.

Both Chomsky and Herman contended that raw news must be subjected to a deliberate propaganda process to choose and disseminate news that supports the political agenda of the ruling class. The model was tested by applying it to a contemporary issue, the LGBTQ topic. The findings detailed in the third chapter revealed that this traditional model remains relevant even in new scenarios. This suggests that media controllers are still bound by the filters outlined

General Conclusion

in the propaganda model, indicating that the methods of influencing perceptions have not significantly evolved. Consequently, the media has considerably diminished in power in recent times.

Many individuals suspect that there is a global conspiracy at play, with some believing that depopulation is the true goal of the world's elite, oligarchs, and leaders. Figures like Klaus Schwab and Bill Gates are often associated with this theory. The argument is that the natural world is in danger due to overpopulation, and some view unrestrained homosexuality as a potential solution. While some reject abortion and birth control, they are also wary of extreme measures like China's one-child policy or historical oppressive tactics. The idea is raised that promoting homosexuality could be a more peaceful way to address overpopulation, by encouraging its acceptance and recognizing its benefits. The suggestion is made that supporting and embracing LGBTQ individuals could be a positive step towards population control.

Due to the strong advocacy for LGBTQ rights and prominent figures such as Bill Gates allegedly being linked to sinister intentions of using vaccines to harm humanity and creating a microchipped society to control overpopulation, there is a concern about the potential impact on population growth and density. This could lead to a scenario where a smaller population is easier to manipulate and control, aligning with the concept of the "golden billion theory."

Pedophiles are pushing for the acceptance of pedophilia and aiming to have it decriminalized. They argue that if children can make decisions about their gender identity and reproductive organs at a young age, they should also be able to consent to sexual activity. Some individuals within the LGBTQ community are supporting this argument in legal proceedings. Pedophiles are using the community as a cover to promote their agenda. This would

General Conclusion

help them to gradually erode societal principles and norms with no actual big plans are taking a place in the real world.

In a society that values freedom in all aspects, it is contradictory to compel individuals to adhere to a predetermined objective while making it appear as if it is their own choice. The United States protects freedoms such as religion, expression, assembly, and the right to petition under the First Amendment, reflecting a deep-rooted belief in freedom within the nation. This supports the idea of a free press as a cornerstone of a democratic government. However, critics argue that there is a contradiction in how the media can influence public opinion and decision-making despite these freedoms. Noam Chomsky's propaganda model suggests that the media is influenced by factors like ownership, advertising, sourcing, and criticism to shape news in favor of elite interests and maintain the status quo. This model suggests that the media may present a limited perspective that aligns with specific political or economic agendas, potentially conflicting with the notion of individual freedom, rather than offering a truly diverse range of viewpoints.

Future studies could further investigate the complex connection between media and power by exploring the historical background of media ownership and its influence on shaping public perceptions. Furthermore, researching the role of digital platforms and social media in modern elite control is also worth exploring.

Works Cited

Works Cited List

- 1- Ayoub, Phillip M. "How the Media Has Helped Change Public Views about Lesbian and Gay People." *Scholars Strategy Network*, scholars.org/contribution/how-media-has-helped-change-public-views-about-lesbian-and-gay-people
- 2- Burkett, Elinor and Brunell, Laura. "feminism". Encyclopedia Britannica, 19 Apr. 2024, <https://www.britannica.com/topic/feminism>. Accessed 19 June 2024.
- 3- Carroll, Jason. "The Fall of Fertility: How Same-Sex Marriage Will Further Declining Birthrates in the United States." *BYU ScholarsArchive*, 2016.
- 4- CBS. 1984 CBS Annual Report. 1984.
- 5- Chomsky, Noam, and Edward S. Herman. "The Propaganda Model." *Manufacturing Consent: The Political Economy of the Mass Media*. Pantheon Books, 1988.
- 6- Chomsky, Noam. "Noam Chomsky: The Five Filters of the Mass Media." *Public Reading Rooms*, 13 June 2018, pruk.org/noam-chomsky-the-five-filters-of-the-mass-media-machine/.
- 7- Coyne, Sarah, et al. "Parenting and Digital Media | Request PDF - Researchgate." Parenting and Digital Media, www.researchgate.net/publication/320773817_Parenting_and_Digital_Media
- 8- Curran, James, and Jean Seaton. *Power without Responsibility*. Taylor & Francis, 2009.
- 9- Deerwater, Raina. "GLAAD's 2021-2022 Where We Are on TV Report: LGBTQ Representation Reaches New Record Highs." *GLAAD*, 13 Apr. 2023, glaad.org/glaads-2021-2022-where-we-are-tv-report-lgbtq-representation-reaches-new-record-highs/.
- 10- Derzyan, Tatev. "The Influence of Cartoons on Children's Socialization." *Enlight Studies*, 20 Nov. 2020, enlightngo.org/language/en/post/7795.

Works Cited List

- 11- Election, Polish. "Andrzej Duda says LGBT 'Ideology' worse than communism." *BBC News* 14 (2020).
- 12- Gentile, Douglas A, et al. "Protective Effects of Parental Monitoring of Children's Media Use A Prospective Study." *Drdouglas.Org*, Douglas A. Gentile, drdouglas.org/wp-content/uploads/2019/03/poi140008.pdf. Accessed 19 June 2024.
- 13- Gietel-Basten, Stuart. "Depopulation or Population Decline? Demographic Nightmares and Imaginaries." *Vienna Yearbook of Population Research*, vol. 21, 15 Nov. 2022, pp. 57–68, doi:10.1553/p-ak37-74ha.
- 14- IVES, JUSTIN. "4 Reasons for American Entry into WWII - Owlcation." *Owlcation*, owlcation.com/humanities/Reasons-for-American-Entry-Into-WWII. Accessed 14 May 2024.
- 15- Johnson, Tayllor Blair. "Waves of Feminism and the Media - Uknowledge." *UKnowledge*, 2017, uknowledge.uky.edu/cgi/viewcontent.cgi?article=1031&context=honprog/.
- 16- Johnston, Josée. "The Citizen-Consumer Hybrid: Ideological Tensions and the Case of Whole Foods Market." *Theory and Society*, vol. 37, no. 3, Dec. 30, 2007, pp. 229–270.
- 17- Khan Academy. "Popular Culture and Mass Media in the 1950s." Khan Academy, *Khan Academy*, 2017.
- 18- Lovelace, Alexander G. *The Media Offensive: How the Press and Public Opinion Shaped Allied Strategy during World War II*. University Press of Kansas, 2022.
- 19- Marshall V. "World War II and Popular Culture: The National WWII Museum: New Orleans." *The National WWII Museum | New Orleans*, The National World War II

Works Cited List

- Museum, 9 Aug. 2018, www.nationalww2museum.org/war/articles/world-war-ii-and-popular-culture. Accessed 02 June 2024.
- 20- Martiny, Clara, and Sabine Lawrence. "A Year of Hate: Anti-Drag Mobilization Efforts Targeting LGBTQ+ People in the US." (2023).
- 21- Mawdsley, Evan. "When and Why Did the US Get Involved in WW2?" *HistoryExtra*, 15 Apr. 2024, www.historyextra.com/period/second-world-war/why-when-how-america-entered-ww2-pearl-harbor-roosevelt/.
- 22- Maximino, Martin. "The Influence of Elites, Interest Groups and Average Voters on American Politics." *The Journalist's Resource*, Nov. 14, 2014.
- 23- Mehmet, and Mehmet. "Rainbow Europe Map and Index 2020 | ILGA-Europe." *ILGA-Europe | Safety, Equality and Freedom for LGBTI People in Europe & Central Asia*, 15 May 2024.
- 24- Melnyk, Vladimir, "The Influence of Social Norms on Consumer Behavior: A Meta-Analysis." *Journal of Marketing*, vol. 86, no. 3, Oct. 8, 2021.
- 25- Noam Chomsky - The Five Filters of the Mass Media Machine [Video]. *YouTube* video by Noam Chomsky - the five filters of the mass media machine. Uploaded by Noam Chomsky - the five filters of the mass media machine. Mar. 2, 2017.
- 26- "Patrick Bet-David Explains Who George Soros Is & Why He's Important in Society." *YouTube*, 14 June 2023, www.youtube.com/watch?v=UZAYgSUPF6Q&ab_channel=FLAGRANTCLIPS.
- 27- Pain, Paromita, ed. *Global LGBTQ Activism: Social Media, Digital Technologies, and Protest Mechanisms*. Taylor & Francis, 2023.

Works Cited List

- 28- Pollay, Richard W. "The Distorted Mirror: Reflections on the Unintended Consequences of Advertising." *Journal of Marketing*, vol. 50, no. 2, 1986, pp. 18-36.
<https://doi.org/10.1177/002224298605000202>
- 29- Scammon, Richard. U. S. DEPARTMENT of COMMERCE BUREAU of the CENSUS
T R H. Hodges, Secretary. 1962.
- 30- Service, UNHCR Innovation. "Changing Culture by Changing Norms." *Medium*, The Arc, 2 Sept. 2020, medium.com/bending-the-arc/changing-culture-by-changing-norms-64b79c77a14b. Accessed 21 May 2024.
- 31- Service, UNHCR Innovation. "Changing Culture by Changing Norms." *Medium*, The Arc, 2 Sept. 2020, medium.com/bending-the-arc/changing-culture-by-changing-norms-64b79c77a14b.
- 32- Snyder, Brendan. "LGBT Advertising: How Brands Are Taking a Stance on Issues." *Think With Google*, 3 Sept. 2020, www.thinkwithgoogle.com/future-of-marketing/management-and-culture/diversity-and-inclusion/lgbt-advertising-brands-taking-stance-on-issues.
- 33- Takenshadow. "LGBTQ+ Representation in Media: Breaking Barriers and Fostering Inclusivity." *Medium*, 29 May 2023, medium.com/@jmbestware/lgbtq-representation-in-media-breaking-barriers-and-fostering-inclusivity-64d0afd618f9.
- 34- Tankard, Margaret, and Elizabeth Levy Paluck. "Norm Perception as a Vehicle for Social Change." *Social Issues and Policy Review*, pp. 181–211
- 35- Walgrave, Stefaan, and Peter Van Aelst. "Political Agenda Setting and the Mass Media." *Oxford Research Encyclopedia of Politics*, 31 Aug. 2016, oxfordre.com/politics/display/10.1093/acrefore/9780190228637.001.0001/acrefore-

Works Cited List

9780190228637-e-46#acrefore-9780190228637-e-46-bibliography-0001. Accessed 11 May 2024.

- 36- Washington, Denzel. "Denzel Washington Destroys the Liberal Media over "Fake News" *YouTube*, uploaded by MRCTV, 14 December 2016, www.youtube.com/watch?v=KrE1ZvldiFE

List of Abbreviations

- ABC: American Broadcasting Company
- CBS: Columbia Broadcasting System
- CEI: Corporate Equality Index
- DEI: Diversity, Equity and Inclusion
- ESG: Environmental, Social and Governance
- FDR: Franklin Delano Roosevelt
- HRC: Human Rights Campaign
- LGBTQ: Lesbian, Gay, Bisexual, Transgender, Queer or Questioning persons or the community
- NBC: National Broadcasting Company
- OWI: the War of Information
- UNHCR: United Nations High Commissioner for Refugees
- WEF: World Economic Forum

Resumé

L'étude visait à examiner comment les médias ont joué un rôle crucial dans la modification de l'opinion publique pour accepter la communauté LGTBQ. Cette étude explore les approches des médias sur la question LGBTQ dans la société américaine en utilisant le modèle de propagande de Chomsky. La recherche analyse les stratégies médiatiques et le contenu qui ont influencé la perception du public grâce à une application méthodologique du cadre de Chomsky. Les résultats indiquent que le modèle de propagande reste pertinent et efficace dans le monde d'aujourd'hui. Les résultats indiquent que les campagnes médiatiques et la construction narrative stratégique ont considérablement changé l'opinion publique vers une acceptation accrue de la communauté LGBTQ. Ce changement est une autre démonstration du niveau de pouvoir que les médias exercent sur les attitudes et les croyances sociales.

تهدف الدراسة إلى دراسة كيف لعبت وسائل الإعلام دورًا حاسمًا في تغيير الرأي العام لقبول مجتمع LGTBQ. تستكشف هذه الدراسة مناهج وسائل الإعلام لقضية LGBTQ في المجتمع الأمريكي باستخدام نموذج دعاية Chomsky. يحلل البحث استراتيجيات الوسائط والمحتوى الذي أثر على الإدراك العام من خلال التطبيق المنهجي لإطار تشومسكي. تشير النتائج إلى أن نموذج الدعاية لا يزال وثيق الصلة وفعالًا في عالم اليوم. تشير النتائج إلى أن الحملات الإعلامية والبناء السردى الاستراتيجي قد حولت الرأي العام بشكل كبير نحو زيادة قبول مجتمع LGBTQ. هذا التحول هو دليل آخر على مستوى القوة التي تمارسها وسائل الإعلام في التأثير على المواقف والمعتقدات الاجتماعية.