Scare Tactics in the Media

How horror techniques are used in the media

## Horror Techniques:

* grotesque images
* dark atmosphere
* innocent victims
* horrific/evil being attacking people
* characters fight against evil
* message - punishment or overcoming evil

**All these used in the media**

## How the media uses Fear:

* media uses fear to influence the opinions and actions of others
* use exaggeration and graphic images
* repeat similar messages (in different forms) to reinforce message
* ex: ad campaigns, news report updates...

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| **News** | **Advertising** |
| "If it bleeds, it leads"1) over exaggerate importance or prevalence of eventsex: percentage of violent crimes decreasing, yet news coverage of it increasing2) make problems sound confirmed when they are only speculationsex: experts say that flash flooding could occur within the next 10 years because of global warming3) Jumping on the bandwagon of a recent eventex: linking most threatening events to terrorists after 9/11 | Idea that fear sells* shock advertising relies on fear

fear is a strong emotion and can be easily manipulated* people make emotional, rather than reasoned choices
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### Examples:



## Conclusion:

* Elements of horror are not just used for stories and movies
* The reason why they use horror elements in the news and advertising is because we are drawn to horror and deeply affected by it

#### Maybe if it bleeds, it really does lead...