

MARKETING VIOLENCE

Begin with the activity Horror Snippets

Then ask:

- How did you feel as you watched the opening clips? thrilled? excited? disgusted? angry? upset?
- What do you think was the purpose behind each example of violence?
- Do you think violence on TV is a problem? Explain.
- When might TV violence be justified? For example, when might TV violence motivate us? inform us? help us?
- When is the violence on TV unnecessary? How could we distinguish between necessary and unnecessary violence?