

Week 1 materials

Examples of articles from the 4 Topic areas:

- Technology
- Media
- Advertising
- Economy

1. Technology

<http://edition.cnn.com/2003/TECH/internet/10/10/hijacked.hacker.reut/index.html>

Hacker suspect says his PC was hijacked

Friday, October 10, 2003 Posted: 1947 GMT (3:47 AM HKT)

LONDON, England (Reuters) -- An English teenager, charged with hacking in and crippling a U.S. seaport's computer navigation system, told a court on Friday his PC was hijacked by hackers posing as him.

Aaron Caffrey, 19, from Dorset, southwest England, was charged last year under the 1990 Computer Misuse Act and accused of unleashing a flood of data capable of knocking computers offline on a Houston, Texas, seaport in September 2001. He denies the charges.

Caffrey is accused of triggering the paralyzing data blast on a vital computer server used to coordinate ship movements in the Houston port -- the sixth biggest shipping port in the world, the court heard this week.

Telling his side

Caffrey said while the attack apparently was triggered from his computer, he was not the person behind it.

He said his machine may have been taken over by another individual or group who then set the digital onslaught in motion.

"My computer was completely and utterly vulnerable to many exploits," Caffrey told Southwark Crown Court.



The soft-spoken Caffrey gave the court a technical description of how computer hackers can assume the identity of unsuspecting computer users through a variety of tricks.

Facing possible prison sentence

Caffrey, who was the lone expert witness for his side, said hackers could have fished out Caffrey's security password to steal his online identity. Or, he said, they could have installed a "Trojan" program -- so named because they can take over a machine remotely.

Caffrey faces a maximum sentence of five years in prison if found guilty. A verdict was not expected until next week.

Prosecutors said Caffrey unleashed the attack to seek revenge on a South African chat room user called "Bokkie" who made anti-American comments in a chat room session in the wake of the September 11, 2001, attacks on the United States.

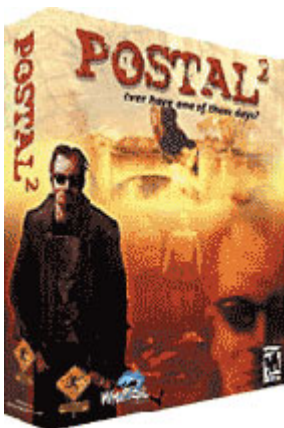
Payback for insulting America?

Caffrey took offense at the comments because his then girlfriend was American, prosecutor Paul Addison told the court.

The prosecution said the Houston computer server was caught in the digital cross-fire. The attacker intended to infiltrate the machine and then launch from a remote location a digital attack on the chat room user, the prosecution said.

2. Media

<http://www.media-awareness.ca/english/issues/violence/index.cfm>



Media Violence - Introduction

The debate over media violence has eluded definitive answers for more than three decades. At first blush, the debate is dominated by one question—whether or not media violence actually causes real-life violence. But closer examination reveals a political battle. On the one hand, there are those who blame media violence for societal violence and want to censor violent content to protect children. On the other hand are those who see regulation as the slippery slope to censorship or a smokescreen hiding the root causes of violence in society.

One thing is certain: the issue of media violence is not going away.

Increasingly the debate is focusing on the "culture of violence," and on the normalization of aggression and lack of empathy in our society.

This section describes how the depiction of violence is evolving in a number of media formats. It analyses how, and why, violence is used by the entertainment and information industries. It offers

an overview of research findings, an outline of government responses to the issue, and a look at some of the key arguments in the debate. It also explores the role that media education can play in helping young people to put media violence into perspective.

Throughout the section, there are links to seminal articles, reports and surveys on the issue.

Violence in Media Entertainment

A snapshot of how violence is used in movies, television, music videos, video games and web sites

The Business of Media Violence

How market forces promote increasingly violent media imagery

Research on the Effects of Media Violence

An overview of the scientific research on the effect of media violence on children

Media Violence Debates

The arguments for and against regulating media violence

Government and Industry Responses to Media Violence

Canadian government and industry initiatives to limit television violence, and an overview of Canadian ratings for films and videos

Media Education and Media Violence

How media education can help kids to put media violence into perspective and diffuse some of its power

3. Advertising

<http://www.Itconline.net/lukas/gender/background/howto.htm>

Let us consider some of the ways that we can go about reading gender advertisements.

Area I: Basic Analysis of the Layers of Meaning in Ads

Katherine Frith (1998) discusses a tripartite approach to reading advertising. The examples below follow her understandings of ads in "Undressing the Ad: Reading Culture in Advertising."

Frith's Level of Analysis	Description of the Ad Level
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The Surface Meaning	"consists of the overall impression that a reader might get from quickly studying the advertisement...you can describe this surface level of meaning by simply listing all the objects and people in the ad" (1998:5).
The Advertiser's Intended Meaning	"is the sales message that the advertiser is trying to get across. Some marketers refer to this as the strategy behind the ad. It is the 'preferred' or expected meaning that a reader might get from the ad; the meaning that the advertiser intends for the reader to take with them" (ibid.).
The Cultural or Ideological Meaning	"...relies on the cultural knowledge and background of the reader. We all 'make sense' of ads by relating them to our culture and to the shared belief systems held in common by most people" (ibid.).

A Sample Reading of an Ad



Frith's Level of Analysis	Analyses of the Specific Ad
The Surface Meaning	The advertisement consists of a muscular male standing in his underwear with a nude female positioned on a bed wearing no clothes.
The Advertiser's Intended Meaning	The advertiser is trying to point out the comfort of the particular underwear and that the brand can be worn in different settings, they are lightweight, and unlike any other underwear on the market. As a product, the underwear will "benefit" men.
The Cultural or Ideological Meaning	The specific use of the phrase "for the benefit of mankind" connotes a number of ideological meanings. At one level, the phrase (as well as the composition) speaks to the constructions of patriarchy in U.S. culture. Men are typically the ones who "benefit" from popular. As well, the use of "mankind" suggests the superiority of males in society. The visual

composition and poses of the two figures also speaks to the dominance of males over females. Another meaning is that of male sexuality and the notion that women are presented to serve men, sexually and in other respects. The advertiser will also benefit from the association of male virility and the specific product being sold in the ad.

Area II: Semiotic Analysis of Ads

Erving Goffman's classic *Gender Advertisements* (1979) offers a semiotic analysis of advertising. Goffman's analysis looks at the specific codes present in ads and considers what they say about society and social relationships. His study includes a focus on minute details of ads, visual composition of ads, as well as the presence of specific social themes in ads.

A Sample Reading of an Ad Using Goffman's Approach



This blurry ad appeared in Goffman's text. At a semiotic level, we may read much about the ad regardless of the context of the product being sold or even the specific written text in the ad. The differences in the positioning of the male and the female indicate clear power dimensions relevant to our society. The male figure, by virtue of his standing above, has more power than the female who is on the ground. Additionally, the positions and angles of the two bodies also offer indications of power differences. The male's body is relaxed and confident, the female's is subservient and open. Her gesture at the male and the composition of her legs may also suggest sexual submission.

Area III: Thematic Analysis of Ads

In *Advertising and the End of the World* director Sut Jhally focuses on the negative impacts of advertising on our social relations and the environment. He develops a specific analysis of ads that draws the viewer to make holistic conclusions about the totality of the advertising industry. This holistic approach includes considerations of how a majority of ads stress specific visions of society, focus on how products produce happiness in consumers and project a vision of the future. Thus, another way to read ads is to consider the themes that develop in a specific medium, such as a *Vogue* magazine, or across a number of issues of that magazine or even across a broad spectrum of multiple magazines. This web page is focused on this holistic analysis of the themes that appear in popular advertisements. Jhally's other significant work, *Dreamworlds II*, also influenced a number of the themes that can be found in both music videos and popular magazine ads.

A Sample Reading Using Thematic Analysis



The theme of normalization is present in ads throughout the historical spectrum of magazine advertising. In practically every contemporary magazine, women, as well as men, are powerful messages about how their bodies should be.

Area IV: Quantitative Analysis of Ads

Quantitative analyses of ads focus on the number of ads that represent a particular theme in the study. For example, one might conduct an analysis of the various forms of representation, techniques of presentation and thematic issues present in male and female sports magazines. A quantitative assessment of the numbers of any of these items would give a relative indication of the social constructions present in the advertising.

Area V: Side-By-Side Comparisons of Ads

This approach to ads would use two or more ads in a comparative sense to understanding differences in the constructions of gender and sexuality in ads. A goal of this form of analysis is to understand content and thematic differences in visual representations.

A Sample Reading Using Side-By-Side Comparison



You can also view the page related to this technique at the following [link](#).

Area VI: Ethnographic Analysis of Ads

An ethnographic analysis of ads would include (1) interviews with ad or media agency representatives as to the goals of their advertising campaigns, (2) interviews with everyday individuals to assess their understandings of the meanings of ads.

4. Economy

<http://www.suntimes.com/output/business/fmk-nws-bstox10.html>

News gives Wall Street pause

October 10, 2003

BY SETH SUTEL

NEW YORK -- Stocks ended virtually unchanged today, a day after indexes reached highs not seen in more than a year, as investors mulled a profit warning by General Electric Co. and the market struggled to find direction.

The Dow Jones industrial average was down 5.33 points, or 0.1 percent, at 9,674.68. The Dow's 49-point advance Thursday took it to its highest close since June 18, 2002.

Other gauges were mixed. The Nasdaq composite index, which closed Thursday at a level not seen since March 2002, added 3.41, or 0.2 percent, to 1,915.31. The Standard & Poor's 500 index was down 0.67, or 0.1 percent, to 1,037.36.

Analysts said the results reflected a market catching its collective breath after the recent run-up in stock prices.

"We've had a pretty good surge, actually quite an impressive surge," said Steven Goldman, chief market strategist for Weeden & Co. in Greenwich, Conn. "Once you punch out to new record highs you're vulnerable to pulling back, consolidation and a taking a little bit of a rest."

The leveling in stocks coincided with the release of two reports on the economy:

*The Commerce Department reported that the U.S. trade deficit declined to \$39.21 billion last month, the smallest gap in six months, as imports of cars and oil fell. Analysts were expecting a wider deficit.

*The Labor Department reported that inflation at the wholesale level rose by a higher than expected 0.3 percent in September.

Positive financial data, from government reports to third-quarter earnings results, have lifted stock prices this week, but analysts say investors remain cautious as they look for further evidence that the economic recovery can be sustained.

Russ Koesterich, strategist at State Street Corp. in Boston, said investors were hesitant to put money in stocks until more companies had reported third-quarter earnings and updated their outlooks for the rest of the year.

"We're caught in a tight range today," Koesterich said. "There was a lot of disappointment that we couldn't hold on to gains yesterday following positive job numbers and results from Yahoo."

Advancing issues edged decliners on the New York Stock Exchange, with 1,682 down, 1,546 up and 198 unchanged, on volume of 1.11 billion shares.

The U.S. dollar was down against other major currencies. The euro was quoted at \$1.1800 in late European trading, up from \$1.1741 Thursday.

Other dollar rates: 108.60 Japanese yen, down from 109.09; 1.3117 Swiss francs, down from 1.3185; 1.3228 Canadian dollars, down from 1.3332.

The British pound was quoted at \$1.6664, up from \$1.6638.

Gold closed in London at \$371.70 per troy ounce, up from \$369.10 Thursday.

Silver rose 8 cents to \$4.87.

AP