

## **PANEL 10: PERCEPTIONS AND THEIR EFFECTS**

### **How journalists shape public opinion on politicians**

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My final project will be focusing on Chomsky and Herman's propaganda model of the five filters, which will be discussed through each chapter and how they construct into newspapers. The five filters of Chomsky's propaganda model are: Ownership, Advertising, Experts, Flak, Anti-communism. The major project will be talking about how journalists shape the public opinion towards politicians, using Chomsky's theory on the propaganda model and writing briefly on the EU Referendum and how the propaganda model justifies itself into the coverage of newspapers and by journalists. Barnett believes that most of our national newspapers were indulged into 'half-truths and out-right lies' (Barnett, 2016 pg. 47). For example, the Leave campaign advertised that the UK send £350 million a week and that it will be put back into the NHS. However, the next day on Good Morning Britain UKIP leader Nigel Farage was asked if that money was guaranteed to be put back in the NHS he replied "No, I can't and I would never had made that claim" (Farage, 2016).

### **To what extent has the use of drugs been normalised amongst adults in contemporary society**

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The extent of which drug use amongst adults has been normalized in contemporary society. In order to understand the extent of normalization and the use of drugs amongst adults in contemporary society it is critical to look at perceptions of non-user attitudes, cultural accommodation, recreational uses, medicinal uses, usage rates and availability. I will be using quantitative data and a Likert scale to gauge an opinion on whether drugs have been normalized. I aim to look at both males and females and a range of ages, ethnicities and class. I have chosen this topic as drug use is very personal subject to me and in some way doing this brings a level of satisfaction because I will have a depth of knowledge to understand drug crimes and addictions. To reinforce my research I have looked at Measham (2009) and Parker (2002) studies whom have also studied normalization and drugs in some way.

### **Public's perception of individuals with invisible disabilities**

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My dissertation will explore and analyse the public's perception of individuals with invisible disabilities. I will aim to identify factors which contribute to the individual 'passing' as able-bodied to avoid stigmatisation, rejection, humiliation, and social disapproval. Additionally, this study will intend to raise societal awareness of invisible disabilities and how they are perceived within the public eye. This awareness will empower the individual with the disability as well as removing any barriers within their lives, subsequently accessing their rights to be independent and equal within society. This will be achieved through a mixed-methods approach, using both qualitative and quantitative questions via an online self-administered questionnaire, to illustrate the public's perception of invisible disabilities from different perspectives and to obtain a more holistic portrayal within society. Data will be analysed through descriptive statistics using schematically coding

software, such as Qualtrics, and thematic coding. Both sets of data will then be examined to help recognise any relationships between them.

### **The relationship between class and attitudes towards drug abuse and criminal/deviant behaviour**

My dissertation aims to identify the relationships between individual's background's and class to see if attitudes towards drugs and crime differ. I aim to look at attitudes towards the different classes of drugs and see if there is a common acceptance. Through a series of questions, I will then distinguish to which class the participant belongs, looking at wealth, employment, location, and education. Another aim of the research is to identify what opportunities are presented to individuals and pressures that the individuals face. Social expectations within environments will also be observed and will identify the strain that people may face to reach these goals. This aims to reveal if individuals are more or less reluctant to crime and drug abuse. Different crimes will also be discussed within location e.g. petty crimes such as, theft, trespassing, graffiti, vandalism and the differences within environment and definitions of petty crime or serious crimes.