

# BEACH BUZZ

Fall 2003

Volume 3, Number 6

a publication of B.E.A.C.H.E.S. Foundation and its Chapters  
view more Beach Buzz articles online by clicking here

*"Keeping Our Beaches Bare"*

*TV Guide looks at what turns us off*

## TV Violence

# More Offensive than Sex, Viewers Say

By Terry Phillips

Correspondent

July 31, 2003

A survey in this week's TV Guide indicates the old cliché "make love not war," is where American television viewers are these days. Pollsters measured what's "most offensive," and the results show that sex and nudity aren't close to the top spot. People were given four categories to choose from as to what was "most offensive" on TV. After violence, came references to "bodily functions." "Foul language" was third...and, finally, "nudity and sexual innuendo." As a matter of fact, only six out of 100 viewers thought "nudity or sexual innuendo" was the most offensive part of a night in front of the tube.

Phil Cooke, who is a Hollywood director, offers a Christian perspective on both the audience – and TV decision-makers.

"It's amazing how complacent (viewers) are about sexuality on TV," Cooke said. "They don't think about it, they don't notice it, it's become so incredibly commonplace."

He added: "Studies have been done on media decision-makers. They largely do

not have a moral compass so they're looking for something that will grab viewers."

Those execs are currently looking to the new kid on the block, according to Steve Isaac, associate editor of *Plugged In* magazine.

"Monitoring television as I do, I've seen violence increase significantly more than sex and nudity have on prime time in the major networks," Isaac said.

Indeed, 17 percent of viewers said violence offends them more than anything on TV. It's Number One and moving into even darker realms.

"It gets old hat for them, so they have look to other areas to show that violence and one of those areas that's being explored right now is torture," Isaac said.

Perhaps the most amazing factoid is that with all there is to object to on television, nine of 10 viewers have never picked up the phone to complain.

"That's why I think so important that Christians speak out, because if we don't, networks just assume this is okay," Cooke said.

Though people often assume they can't change a network, Cooke said TV execs do track complaints. ☆

---

***"Monitoring television as I do, I've seen violence increase significantly more than sex and nudity have on prime time in the major networks," Isaac said.***

---