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The relationship between media literacy and attitudes toward gay and lesbian

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Abstract

Not only the attitude toward gay but also toward lesbian consists of four factors; the psychological distance, the positive image, the social acceptance, and the negative image. The factor “the social acceptance” indicate that the participants make a stand on right for gay or lesbian. The attitude toward gay has several items of concrete situations, while the attitude toward lesbian has several items of abstract conditions. The media literacy also consists of four factors; the identity, the understanding non-neutrality, the diversity perception, and the objectivity. Effects of the identity on psychological distance and the positive image were evaluated. Effects of the diversity perception on psychological distance, the social acceptance, and the negative image were also evaluated. They imply that the identity and the diversity perception are useful for the improvement of the one’s attitude toward gay or lesbian. The more one have the attitude to egalitarian sex role, the better one have the attitude toward gay or lesbian. It suggested that continuing the stand on equal right for woman have a positive effect on gay or lesbian. The people having gay or lesbian friends have better attitude compare to the people having no gay or lesbian friend. It implies that to get better attitude, the diversity perception at the friendly level are needed.

Key words: gay, lesbian, media

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