School shootings and the mass media's role in the US

Different School shootings in USA

Columbine 1999

Sandy Hook Elementary School 2012

Parkland High School 2018

Columbine, Colorado High School - Apr. 20, 1999 - 13 victims

- Sympathy and Compassion: The stories of the victims, survivors, and their families were emphasized to create an emotional connection to the tragedy.
- **Scapegoating:** Blame was often directed at violent video games, music (especially heavy metal and Marilyn Manson)

Narratives of "Otherness": The shooters were frequently portrayed as outcasts
or "outsiders," creating a clear dichotomy between them and the "normal"





Sandy Hook - Dec. 14, 2012 - 26 victims

CNN

"You could definitely tell he was a genius," Israel told CNN, adding she hadn't talked with him since middle school. "He was really quiet, he kept to himself."

Fox News

In 10 minutes, 20-year-old Adam Lanza entered the elementary school and stormed into two first-grade classrooms filled with children who were no older than 6 and 7 years old. Before entering Sandy Hook, he killed his mother Nancy at their home.



Marjory Stoneman Douglas High School – Feb. 14, 2018 – 17 victims

ABC News

Profiles of Victims and Perpetrator: As the story unfolds, the media delves into the lives of victims and the shooter. For instance, in the Santa Fe shooting, victim narratives highlighted their individuality and humanized the tragedy.

Gun Policy Debates: Coverage quickly shifts to broader discussions about gun laws, the NRA's role, and systemic failures in preventing such tragedies.



