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**Answer to question No.1:** Discuss the evidence of effects of mass media with reference of Denis Mcquail's analysis.

Answer: Questions about effects of mass media cannot be answered in broad generalities. Scholars have learned to ask how various types of effects impact various types of people and institutions, at various levels of society, under various conditions.

Denis Mcquail provides an overview of these contingencies in a diverse array of important media situations.

The Evidence of Effects: in order to discuss the results of research into mass media effects in a meaningful way, it may be helpful to divide up the problem under a set of headings which are:

The campaign: Work in an organized and active way towards a particular goal, typically a political or social one is known as campaign. The kind of media provision which might fall under this heading includes political and election campaigns, attempts at public information, commercial and public service advertising, some forms of education, the use of mass media in developing countries or generally for the diffusion of innovations.

The campaign shares, in varying degrees, the following characteristics which are,

The political campaign has specific aim which is planned to be achieved by the group of peoples; the campaign requires a sponsorship to achieve those aims. Wide coverage is a part of the aim of campaign, usually the campaign are not so popular with the audience it has to be sold to them by force, by force means that the campaign should convince the audience. Its effectiveness is in principle and opened for assessments.

To make the campaign successful keep in mind three things that is your audience, that is your message and your channel through which you are going to distribute your message and how.

The political campaign focus on the audience they aim to reach mass audience in order to make their campaign successful, they also focus on the resisters' of the campaign so they could convince them and form a unity. And avoid poor deposition. so that there could be no chance for propaganda. The message which you conveying should be precise, concrete and understandable so that the audience could be easily convinced with your message. And the endorsement by individual or institute strong claim to trust and attachment can be crucial in a campaign.

The definition of social reality and Social Norms: Social reality is distinct form of biological reality or individual cognitive reality, representing as it does a phenomenological level created through social interaction and thereby transcending individual motives and actions.

Social norms are regarded as collective representations of acceptable group conduct as well as individual perceptions of particular group conduct. They can be viewed as cultural products (including values, customs, and traditions) which represent individuals' basic knowledge of what others do and think that they should do. From a sociological perspective, social norms are informal understandings that govern the behavior of members of a society.[4] Social psychology recognizes smaller group units (such as a team or an office) may also endorse norms separately or in addition to cultural or societal expectations.

The immediate response or reaction: the response toward a report is varies because of the age, for example a child who does not know or does not understand a report or new would have a reaction different, children usually don't like new so they force to watch cartoon instead of news. The elder would focus more toward the new instead of cartoon, another example children now a days are not worried or focused toward the corona virus so their response toward the news is different while elder who know about the corona virus are taking more caution than the child.

Institutional change: Institutional change explains the change of institutions considered as rules and expectations that govern human interactions and paths of development in society. institutional change is accumulation of many small changes rather than occasional. large changes. The process of institutional change is path-dependent because. individuals learn, organizations develop, ideologies form in the context of a. particular set of formal and informal rules.

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Change in culture and society: Mass media also depends on culture, and society, if a society is not very well developed and there basic needs are not fulfilled then they will less likely to exposed to media and might not be very much influenced through media, as knowledge gap theory suggests that knowledge level of a person depends on his economic stats, so in a poor society it will be more likely that media can bring much change because people cannot give focus and attention to it now it will be an opposite case if the society is well developed and they have accessed to media, similarly culture also plays a vital role in sense of change because some cultures are open and some are closely bounded and thus they will allow its social structure to adopt to that change being advertised or promoted through other means, and on other hand closed culture wont allow activities and will resist to changes which are not in line with there social structure.

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**Answer to question No.2:** Discuss in detail Frankfurt School of thought and write a critique on critical social theory.

Answer: The Frankfurt School is a school of social theory and critical philosophy and it does not exist in physical form but in thoughts.

The "Frankfurt School" refers to a group of German-American theorists who developed powerful analyses of the changes in Western capitalist societies that occurred since the classical theory of Marx.

Theorists who were involved in this formulation was

In 1<sup>st</sup> generation: Max Horkheimer

Friedrick Pollock

Theodor Adorno

Erich Fromm

Herbert Marcuse

Franz Neuman

Leo Lowenthal

Henryk Grossman

Arkadij Gurlarland

Walter Benjamin

2<sup>nd</sup> generation: Jürgen Habermas

3<sup>rd</sup> generation: Axel Honneth

The Frankfurt School generated one of the first models of critical cultural studies that analyzes processes of cultural production, political economy, the politics of cultural texts, and audience reception and use of cultural artifacts.

Moving from Nazi Germany to the United States, the Frankfurt School experienced at first hand, the rise of a media culture involving film, popular music, radio, television, and other forms of mass culture. In United States, where they found themselves in exile, media production was by and large a form of commercial entertainment controlled by big corporations. Two of its key theorists Max Horkheimer and Theodor Adorno developed an account of the "culture industry" to call attention to the industrialization and commercialization of culture under capitalist relations of production. This situation was most marked in the United States that had little state support of film or television industries, and where a highly commercial mass culture emerged that came to be a distinctive feature of capitalist societies and a focus of critical cultural studies.

Main concerns of Frankfurt schools were:

- Action orientation and critique of society.
- Platform to change society for the better.
- Uses psychoanalysis.
- Subjectivity.

**Critical theory:** Critical Theory was essentially destructive criticism of the main elements of Western culture, including Christianity, capitalism, authority, the family, patriarchy, hierarchy, morality, tradition, sexual restraint, loyalty, patriotism, nationalism, heredity, ethnocentrism, convention and conservatism.

- Critical Theorists recognized that traditional beliefs and the existing social structure would have to be destroyed and then replaced with a "new thinking" that would become as much a part of elementary consciousness as the old one had been. Their theories took hold in the tumultuous 1960s.
- Critical Theory characterizes itself as a method which does not "fetishize" knowledge, considering it rather functional to ideology critique and social emancipation. In the light of such finalities, knowledge becomes social criticism, and the latter translates itself into social action, that is, into the transformation of reality.
- It was directed against dogmatic, reductionist and economistic forms of Marxism.
- For critical theorists solving a problem might not bring change in the world, but rather challenging the social order will bring the change.

#### Various strands of critical theory:

- Critical security studies.
- Feminism.
- Post structuralism.
- Constructivism.

#### Critique of Critical Theory:

- As it is a social theory, it is basically the critique of itself.
  - It provides little in terms of practice and agency in international relations.
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#### Answer to question No.3: Why is it important to have a broad definition of media effects.

**Answer:** When people see something new, so they generally consider it to be bad, because they are curious and its human nature when you don't understand something so you make conspiracy theories and rest not justified thoughts.

It is important to have a broader definition of media effects because for public to know what, how and which factor from media will effect you in which way, which might be good or bad, and every good and bad behavior is triggered by some kind of specific message so....

#### Key Issues in Media Effects Definitions:

- Timing: issue of timing can be both be based on short term and long term, for example if we watch a motivational episode of short film, we tend to perceive those factors shown in motivational content, but after sometime we forget about it and get back to our normal routine. And on other hand we are watching a drama based on a romantic story, when we are watching that so in start it looks like just a time pass, but after sometime it grabs our attention because we start to relate it with our own life.

So we can't say that on which side the camel will sit.

- Duration: some effects tend to last long while some go away in short time, like listening to some kind of music, if we feel interest in it so we remember its lyrics for longer but if we don't like it then we forget right at that moment.
- Valence: There are times when a particular effect can be either negative or positive depending on the context, when someone is being brain washed, either for good purposes or bad so they expose them for longer time to medium which is casting emotional responses for which person is being brain washed and are prepared to adopt to new effects, so basically in this case we are so deeply focused on medium that we forget the reality and then when we go back to reality so our perspective is changed and now we are seeing the world as that medium taught us too.
- Change: when someone is exposed to certain medium so they must see or adopt something from that medium, if someone is saying that they are not changing and it is not effecting them, so they are wrong because he has not experienced the kind of situation where the change should be exhibited and that changed thought is stored in his sub conscious.

- Intention: as we said above in change, that everyone will capture something, so whether it is produced in content intentionally or not but it causes effects, now it is up to the case, that whether it might be positive or negative.
- Level: Most of the research on media effects looks at individuals as the targets of the effects, But the media also exert influences on more macro-level entities such as the public, society, and institutions. The research studies that examine individual-level effects differ fundamentally from the research studies that examine macro-level effects. These differences are not only in methods needed to measure the effects but also in the types of questions addressed and the types of conclusions presented.
- Direct and Indirect: media exert direct and indirect effect on subjects but it is strictly limited to case and message being delivered to audience or subject to dealing with that stuff which are shown on or in media.
- Manifestation: The action or fact of showing something is called manifestation. So it clearly depends on how someone has received the message through medium and how is he implementing it and where, and one can't deny because he/she must adopt something, now exhibiting late or soon its on him/her.

Now after above issues we get a new Broad definition:

Media influenced effects are those things that occur as a result, either in part or in whole, from media influence. They can occur immediately during exposure to a media message, or they can take a long time to occur after any particular exposure. They can last for a few seconds or an entire lifetime. They can be positive as well as negative. They can show up clearly as changes but they can also reinforce existing patterns.

So now what?

Importance of Broad definition: Broad definition was important because there is a lot of effects which can be caused through media, and we cannot explain this in short terms because we will miss very much important factors so for this purpose we have to post a broad definition or else the definition need won't understand and will create a messy vision of media effects in his mind.

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