

Department of Media Studies and Mass Communication

Final Semester

Subject: Communication Theories II

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Total Marks 50

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Note: Attempt all questions.

| Q.# | Parts | Questions | Marks |
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| 1. | A | Elaborate briefly The Era of Mass Society Theory. | 04 |
| | B | What Cultivation Analysis says with reference to The Era of Cultural Theory? | 06 |
| 2. | A | Write names of theories associated with The Era of Limited Effects Theory. | 05 |
| | B | Briefly describe Knowledge Gap Theory AND Magic Bullet Theory | 05 |
| 3. | A | Write a note on Frankfurt School of Thought. | 10 |
| 4. | A | Discuss Eight Key issues in Media Effects. | 10 |
| 5. | A | Briefly elaborate types of media effects and media functions. | 10 |

Ans1 A: Elaborate briefly The Era of Mass Society Theory.

Communication Theories: is set of explanation's and predictions of social structure that attempt to relate mass communication with to various aspects of our personal and cultural lives or social systems.

Era of Mass Society Theory:

- Era of mass society theory is that era in which theories of mass communication were derived from other theories of social sciences.
 - Some theories are borrowed and some are molded to make it fit for mass communication.
 - And there is not a single theory of mass communication available.
 - These theories are human construction and are subjected to change at anytime because these are not laws.
 - Era of mass society theory is the, idea that the media are corrupting influences that undermine the social order and that 'average' people are defenseless against their influence.
 - For example in hypodermic needle theory, which suggests that people narratives can be shaped by controlling flow of information, like giving them information from limited sources, which can't be verified, and people will more likely to accept the statements because they have lesser capability to verify the source, and thus get corrupted and influenced by the controllers of information.
 - Mass society theory is a complex, multifaceted perspective. As applied to social movements, however, the basic idea is that people who are socially isolated are especially vulnerable to the appeals of extremist movements. The theory resonated with fears of fascist and communist movements in the 1930s and 1940s and reached its apogee in the late 1950s.
 - Ideologically, the concept of mass society has been used by conservative thinkers to express dismay about the leveling tendencies of industrial society and the declining influence of family and community. It has also been used by radical thinkers to bemoan the manner in which large bureaucratic institutions (especially in the guise of mass culture) can pacify populations and reinforce the status quo.
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Ans1 B: What Cultivation Analysis says with reference to The Era of Cultural Theory?

Cultivation theory:

- Cultivation theory states that people who spend more time on a certain task would more likely to be influenced by it, and the more time limit is average 2 hours continues.
- In case of our media, if a person is watching tv for longer then 2 hours a day continuedly so he would be more likely to influenced by it and would likely to adopt the traits of personalities being shown on his screen, which might be from entertainment category, informational category or else.
- Like for example a person spends daily 2 hours of time by watching a drama serial, after some days upon his, this repeated behavior, he would un-intentionally adopt characteristics of persons who have admired him in the serial, and that characteristic might include like change of way of talking, change of likes, style of walking etc....

History: Cultivation theory (sometimes referred to as the cultivation hypothesis or cultivation analysis) was an approach developed by Professor George Gerbner, dean of the Annenberg School of Communications at the University of Pennsylvania. He began the 'Cultural Indicators' research project in the mid-1960s, to study whether and how watching television may influence viewers' ideas of what the everyday world is like. Cultivation research is in the 'effects' tradition. Cultivation theorists argue that television has long-term effects which are small, gradual, indirect but cumulative and significant.

Cultivation analysis:

- States that impacts of tv is different and stronger than other mass media.
 - Tv is the story teller of societies because a tv is run by the same people who live in that social norm, thus however the mindset of society and culture valued is, must be reflected onto screens of tv, and same cultures might find similarities in it.
 - TV cultivates or constructs a reality of the world that may be possibly be inaccurate, but gets accepted simply because we as a culture believe it to be true, because it serves our interests.
 - The realities cultivated by TV are not necessarily specific attitudes and opinions but rather more basic assumptions about the facts of life.
 - The major cultural function of television is to stabilize social patterns, by applying changes to content which influences minds, and then automatically people slowly adopt the change which regularize the environment.
 - The observable, measurable contributions of television to the culture are relatively small, but it does exist.
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Ans2 A: Write names of theories associated with The Era of Limited Effects Theory.

Limited Effects Theory: states that even if there is an effect created by the media on the thoughts and opinions of individuals; this effect is minimal at best or limited.

- **Theories which were associated with era of limited effects theories are:**
 - **Cognitive Dissonance Theory:** Cognitive dissonance is the psychological conflict from holding two or more incompatible beliefs simultaneously.
 - Providing an individual with new information that changes the cognitive component of attitude will tend to cause that individual to change overall attitudes toward an object.
 - **Reinforcement theory:** Viewing individuals as more purposeful decision makers; they strive for balance in their beliefs. If presented with decisions or information that create dissonance.
 - **Uses and gratification theory:** claimed that media do no do things to people, rather people do things with media.
 - **Agenda setting:** Agenda-setting is the creation of public awareness and concern of salient issues by the news media. Two basis assumptions underlie most research on agenda-setting:
 1. The press and the media do not reflect reality; they filter and shape it.
 2. Media concentration on a few issues and subjects leads the public to perceive those issues as more important than other issues.

- **Dependency theory:** originally proposed by Sandra Ball-Rokeach and Melvin DeFleur (1976). Dependency theory proposes an integral relationship among audiences, media and the larger social system. This theory predicts that you depend on media information to meet certain needs and achieve certain goals, like uses-and gratifications theory. But you do not depend on all media equally. Two factors influence the degree of media dependence. First, you will become more dependent on media that meet a number of your needs than on media that provide just a few. The second source of dependency is social stability. When social change and conflict are high, established institutions, beliefs, and practices are challenged, forcing you to reevaluate and make new choices. At such times your reliance on the media for information will increase. At other, more stable times your dependency on media may go way down.
 - **Social cognitive theory:** social cognitive theory explains how people acquire and maintain certain behavioral patterns, while also providing the basis for intervention strategies (Bandura, 1997). Evaluating behavioral change depends on the factors environment, people and behavior. SCT provides a framework for designing, implementing and evaluating programs.
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Ans2 B: Briefly describe Knowledge Gap Theory AND Magic Bullet Theory.

Knowledge Gap Theory:

- Knowledge gap theory states that people with good economic conditions will more likely to be more informed as compare to people with weak economic conditions, because they live economically a stable life thus, they will be more prone toward knowledge gain.
- And people with low economic capacity might not be more knowledge full, and selective in there choices plus they also don't have much will to get it because they don't have time for such activities, thus direct or indirectly they won't be much interested in reading, comprehending, educating, remembering information.
- Thus, the attempt to improve people 's life with information via the mass media might not always work the way this is planned. And also, mass media won't impact there lives very much because week economic social class do not have the capacity to approach it easily.
- **History:** The knowledge gap theory was first proposed by Tichenor, Donohue and Olien at the University of Minnesota in the 70s.

Magic Bullet theory:

- This theory is also called as Hypodermic needle theory.
- Theory suggests that the mass media could influence a very large group of people directly and uniformly by shooting or injecting them with appropriate messages designed to trigger a desired response.
- Hypodermic needle model suggests that media messages are injected straight into a passive audience which is immediately influenced by the message. They express the view that the media is a dangerous means of communicating an idea because the receiver or audience is powerless to resist the impact of the message. There is no escape from the effect of the message in these models. The population is seen as a sitting duck. People are seen as passive and are seen as having a lot media material "shot" at them. People end up thinking what they are told because there is no other source of information.

- **In short:** when there is limited sources of information which are all pointing toward same direction and audience have no chance to verify the information so they will more likely to perceive that information to be true because sources are limited and all are showing one, so the audience think that not everyone can be wrong and accept, which concept behind magic bullet theory which describe how information receival can change the whole interpretation of an issue.
 - **History:** The mass media in the 1940s and 1950s were perceived as a powerful influence on behavior change. Several factors contributed to this "strong effects" theory of communication, including:
 - The fast rise and popularization of radio and television.
 - The emergence of the persuasion industries, such as advertising and propaganda.
 - The Payne Fund studies of the 1930s, which focused on the impact of motion pictures on children.
 - Hitler's monopolization of the mass media during WWII to unify the German public behind the Nazi party.
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Ans3: Write a note on Frankfurt School of Thought.

Frankfurt School of thoughts:

- 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.
- 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.
 - The Frankfurt School comes into its own as by placing greater emphasis on forms of subjective crisis generated by capitalist social relations, the rise of authoritarian personality structures, a crisis of memory, experience and, ultimately, agency. It sought to understand such a subjective crisis in psychoanalytical terms.
 - Emancipation through reflective social science, focused on the experience of the working class in particular is guiding concern of Frankfurt school.
- Theorists who were involved in this formulation are divided into 3 generations which are:
 - 1st Generation:

- Max Horkheimer.
- Friedrich Pollock.
- Theodor Adorno.
- Erich Fromm.
- Herbert Marcuse.
- Franz Neuman.
- Leo Lowenthal.
- Henryk Grossman.
- Arkadij Gurlarland.
- Walter Benjamin.
- 2nd Generation: Jurgen Habermas: looked to the ideal of free interpersonal interactions, as it was found in ordinary life and, specifically, in linguistic communication, to serve as the key source of emancipatory impulses
- 3rd Generation: Axel Honneth. Third generation theme were:
 - A conception of history and society based on the struggle for recognition by social groups
 - A contextualization of normative foundations in the deep structures of subjective experience.
 - Greater attention to the "Other of reason".
- Main concerns of Frankfurt schools were:
 - Action orientation and critique of society.
 - Platform to change society for the better.
 - Uses psychoanalysis.
 - Subjectivity.
- Critics:
 - It was argued that Frankfurt School critical theory is nothing more than a form of "bourgeois idealism" devoid of any actual relation to political practice, and is hence totally isolated from the reality of any ongoing revolutionary movement.
 - Philosopher Karl Popper believed that the school did not live up to Marx's promise of a better future. According to him:
 - "Marx's own condemnation of our society makes sense. For Marx's theory contains the promise of a better future. But the theory becomes vacuous and irresponsible if this promise is withdrawn, as it is by Adorno and Horkheimer".

Ans4: Discuss Eight Key issues in Media Effects.

Media effect: Media effects refers to the influence of media exposure on people, and these effects can be positive or negative.

Eight Key issues in media effects:

These issues includes:

1. **Timing (immediate vs. long term):**
 - People consider media effects as effects which suddenly appear in someone after his exposure to media or shortly afterward but in reality that's not the case. Media do effect someone but its effects might not be visible for long time, and only the effect might be triggered when he/she encounter a similar event like that in there life, like for example someone has watched a horror movie, after some days he has to go to somewhere alone at

late night because its important, and the way he choose to travel is in place like a village where people sleep early and there is no one to be seen on road, so now directly the effects of that movie he watched through media device will state appearing and he will start releasing signals of fear.

- In short Sometime effect will be shown immediately but sometime it would take time also.
2. **Duration (temporary vs. permanent):**
 - Some effects might last long and some might short, if we take simple example of music, when we like a specific music we remember its lyrics for longer period, but if we don't like a music, so we after hearing it, and changing to next song will directly forget about it and if try to remember so still may be we could not do so.
 3. **Valence (negative or positive):**
 - There are times when a particular effect can be either negative or positive depending on context of it, like for example, such as exposure to violence leading to antisocial behavior is a negative effect, but on other hand We can use the media to interact with other people and make us feel part of interesting communities, both real and virtual.
 - Thus, it strictly depends on context.
 4. **Change (difference vs. no difference):**
 - The most important and powerful media effects show up as no change.
 - When someone thinks about media effects, they certainly consider that effect mean change in behavior or attitude which is in fact yes it does, but not always because some time the change is to reinforcing or reapplying the same change done to subject earlier, thus he is not changing his attitude but sticking with his previous ways.
 - Like as an example, if you are giving a benefit to someone due to your friendly nature and good behavior, which is costing you, but the person on other side is too much selfish and he is seeing that you are wasting your own resources on him which he don't need either, and he does have the option to tell you that why you are wasting your resources but still he don't because you are benefiting him and if he inform you about the wastage of resources so you will no longer benefit him, and instead he continue to feed you the same lie over and over again, to you that he needs the resources desperately and only you can help so you continue helping him and he is reinforcing the same narrative to you which don't let you change your mind.
 5. **intention (or non-intention):**
 - Media industries are criticized for negative effects, one of their defense strategies is to point out that they did not intend to create a negative effect.
 - For example, some people adopt smoking of cigarette by viewing it as fashion in a movie, or like to smoke cigarette because the movie he got effected with, in which his favorite actor was smoking and it was his style which made him look like a dashing personality so if the viewer adopts it, then he might also look dashing like the actor and he would be the favorite of people who surrounds him.

6. The level of effect (micro vs. macro):

- The level of effects might be different on micro entity like an individual or on a macro level entities, like public, society and institutions.
- 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.

7. Direct and indirect:

- Media exert effects in both direct and indirect manners, and not just only direct or just indirectly.
- A direct effect might occur when for example you see an advertisement on tv and it is about raising money for a noble cause like charity, so you also decide to participate in it.
- An indirect effect will occur like for example you are seeing an advertisement on tv, and when go to market and need to buy a product for a specific and it was offered by that product seen by you in advert, so now in market there are product with similar functions available but the advertisement ignite a feeling of trust in you and you decide to buy that product instead.

8. Manifestation (observable vs. latent):

- Some effects are easy to observe, because that effects might be related to emotions or logic, like for example you see an advertisement related to a network Ufone, and luckily you are also using it, now you are watching tv, and see advertisement of Ufone in which they say that they offer gurrented best voice call quality as compare to another network, and suddenly after watching that ad, you realizes and considers that you are using a best carrier and start to show off your network to other people too.

Ans5: Briefly elaborate types of media effects and media functions.

Types of media effects are:

There are 6 type of media effects which are:

1) Cognition:

- A cognitive media effect occurs when media exposure influences a person's mental processes or the product of those mental processes. The cognitive effect that is easiest to document is the acquisition of factual information from media messages, particularly from books, newspapers, television news stories, and informational websites.
- Example: is from my own self, I have learned English through English dramas mostly and books and rest of written stuff only cleared my grammatical mistakes. The trick was that to start watching an English base drama, and after some time when understood the plot and the story started to make sense so every person start like characters based on there nature in that drama and when you start liking character so you try to adopt them, so exactly I did it and adopted there style of speaking English and through that my mind automatically start to remember that and hence learned it.

2) Belief:

- A belief is faith that something is real or is true. The media continually create and shape our beliefs by showing us more of the world than we are able to see directly for ourselves.
 - Example: A common example we all face in our life can be the watching of events through news, like if news sources mold the character of a politician toward showing his bad side, so an ordinary person would directly take that politician as bad and would not think twice all because he saw something which hit his belief.
- 3) **Attitude:**
- Attitudes are judgments about something.
 - Example: We change our mind toward something based on our thoughts, information, likes, mood etc. and it drives our attitude on demand.
- 4) **Affect:**
- Affect refers to the feelings that people experience. This includes emotions and moods. The media can trigger emotions, especially fear, lust, anger, and laughter.
- 5) **Physiology:**
- A physiological effect is an automatic bodily response. The body response can be either purely automatic (such as pupil dilation, blood pressure, galvanic skin response) or quasiautomatic (heart rate, sexual responses).
- 6) **Behavior:**
- Behaviors are typically defined as the overt actions of an individual.

Summary of examples:

- There is a lot of examples in my mind right now and its co relating with each other in above 6 effects. We primarily believe as what we see through media, either its tv or social but every one think that whatever they see is true, and sometime it goes steps further incase of children's, when they watch a cartoon or a super hero movie so they start to imagine that if a super hero is wearing shirt of that kind of wearing glasses of this kind, or use mask etc.
- so there mind link that to the concept of that super power showed in movie or cartoon, so next time when he comes in contact with something relative stuff being previously showed in that clip, so the child try to use it to get that power and when he really try it so it is not in case in reality.
- Moreover, when we adult for example female adults mostly care about there facial beauty, so when they see the adverts or video clips relating to that beauty stuff on YouTube etc. , so they jump on that section directly because its there field of interest now it is okay for them if the content of that clip is crap, its not there concern, all because of these media effects. Etc....
- All of the above and much more is happening on daily basis and will happen also because that's the social context of whole world, we rely on information, entertainment and rest of the things and every bad and good thing comes in life through a medium, so its obvious that it will leave some effects and in media effects cases, the audience will receive these effects because in some cases the audience want to get effected and in other case the media organization want to get there audience effected with there desired program or scheme of needs, so it won't take a stop and that's all.

Media function:

- When any of the six types of effects occur in an individual, we need to determine whether or not that occurrence was influenced by the media. If we conclude that the effect was influenced by the media, then we have a media effect. This does not mean that the media were the sole cause of the type of effect; instead we mean that the media played some sort of a role in bringing about that effect.
- There are four 4 ways which:

1: Acquiring:

- The media influence the person to obtain something he/she did not have prior to a particular exposure.
- During a media exposure, a person could pay attention to certain elements in a message and keep those elements in his or her memory. This is an immediate effect because the element is committed to memory during the exposure to the message. This memory might last a few seconds or a few years, but it is not how long the memory lasts that determines whether the effect is an immediate one or not it is when the effect first occurs.

2: Triggering:

- The media influences the person by activating something that already exists in then individual.
- when people read some news coverage about a political candidate that they have never heard about before, they have no existing attitude about that candidate. During exposure to this news coverage, people can take the information from the news story and compare it to their standards for political candidates and create an attitude. This is different than simple acquisition, because the person is not memorizing someone else's attitude presented in the media but instead going through a construction process in the creation of his or her own attitude; in this case the media message element of a new piece of information triggered in the person the construction of a new attitude.

3: Altering:

- The media influence the person to change something that the person already had.
- The alteration can show up immediately (that is, during an exposure or immediately after the exposure to the media message) or it can take a long time to show up. The alteration can be temporary (and disappear after a few seconds) or it can last a long time.

4: Reinforcing:

- The media influence the person by gradually making something in the person more difficult to change over time.
 - Through repeated exposures, the media gradually and continually add greater weight to something already existing in a person, thus making that something more fixed and harder to change.
 - The reinforcement function is applicable to all six types of effects.
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