

Media studies and Mass communication

Final term



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Q#1 a)

Mass communication: To understand the era of mass communication theory, first know what the mass communication is. Mass communication is the communication with mass amount of people through a medium.

For example: Imran khan communicating with the people of Pakistan through media channels.

Era of mass communication theory: the era of mass communication theory tells us about why and how the mass communication theories are made, on what basis of observations the observers has made these theories.

For example: scientifically watching, people who watch a program of western culture (way of dressing) so the Asian people copies there way of dressing, this influence is known as magic bullet theories now why its called the magic bullet theory because it's clear from the example that its directly influence the mind of an individual. Now scientist has observed this example and thus this theory came into existing.

Then other observation of this theory was observed, in magic bullet theory it states that the individual is influenced directly and 100 percent but when researcher did research on this theory and communicated with peoples who they found that NO, the magic bullet theory does not influence the mind of an individual by 100 percent its influence the less because of them tries the western culture and some not. Some reject the western culture, and accept after they the one who has been influence by the magic bullet theory. They are influence when the one communicate with who has been influenced by the magic bullet theory that way another theory came into being that is then known as the two step flow theory. Where the person is influenced by the one know has been influenced by magic bullet theory.

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Q#1 b)

Cultivation theory: the cultivation theory states that the influence of media will appear on those who are heavy viewers and less effect will be on the light viewers heavy viewers are those who watch the media channels or social media more than 2 hours and light viewers are one who use social media less than 2 hours.

For example: a person who watch television more than two hours and than he is asked to dispute on any topic of current affairs he will start disputing because he know about he current affairs more he have information about the current affairs,

but if a person who watch television less than two hour will be able to discuss or do any debate on current affairs.

Cultural theory era: it was started from 1975 till present. In era of culture theory social construction of reality has been discussed, the exchange of culture. The culture theory states that the culture is a symbolic interaction. How the mass media promote the hegemony Theories of culture intended to provide explanation on how the media changes culture and the consequences that result. Culture is the behavior that members of a group learn.

Cultivation analysis: the cultivation analysis in the reference of cultural theory says that TV cultivates or construct a reality of the world that although possible inaccurate became accepted simply because we as a culture believe it to be true, just like I said that culture is social construction of reality. Television is the central cultural arm of the society; it is the cultures primary story teller and is the chief creator of synthetic cultural patters. The realities cultivated by the media are not necessarily specific attitude and opinion but rather more basic assumption about the fact of life. The major function of the television is to stabilize social pattern of culture.

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Q#2 a)

Following are the names that are associated with era of limited effect theory.

- Attitude change
- Reinforcement theory
- Use of gratification
- Agenda setting
- Dependency theory
- Social cognitive theory

Attitude change theory: attitude is modified when a person go through a shock that may be positive or negative. It the shock is positive your attitude will be good if the shock is negative then the attitude will be bad. For example attitude of US people toward George Floyd.

Reinforcement theory: the media is most powerful media it can reinforce the audience to do what is shown to them. For example Indian television tells their people that the Pakistan is our enemy they are reinforcing the audience to believe that Pakistan is our enemy.

Use and gratification: how the audience use the media what are the purpose of using the media.

Dependency theory: the audience relies on the media. They depends on media the information they gain from it.

Social cognitive theory: the change in behaviour of an individual.

Agenda setting : keeping in mind about the how to spread awareness through media.

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Q# b)

Knowledge gap: the knowledge gap theory states that an elite class individual knowledge is more than the low class individual, because of the grooming and the technology that are provided to the elite class is very high and advance.

For example: a student who is studying in bacon house school will have more knowledge and more IQ than the one who is studying in the government school. Because in bacon house school they provide all the learning technologies for the students. so that they could student learn better and groom better. Now in government college they have the learning technologies but because of less caring they are unable to learn from those technologies.

Magic bullet theory: magic bullet theory states that what media shows us it has direct influence on us. This theory is also known as hypodermic needle theory because the media directly hits the mind of individual and information is directly inserted into our mind like the needle inserted into the body to insert kill the germs like.

For example: when people are watching television and they start watching action movies specially pathans movies they show that pathan culture is all about killing and shooting ad becoming a goon this influence the mind of the pathan that maybe they are telling true so the next day what happen is that the adopt the way they have seen in the movies. They are attracted toward guns and of being polite to other they start behaving rudely and like a goon.

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Q#3

Frankfurt school of thoughts: The Frankfurt School was a group of scholars known for developing critical theory and popularizing the dialectical method of learning by interrogating society's contradictions. It is most closely associated with the work of Max Horkheimer, Theodor W. Adorno, Erich Fromm, and Herbert Marcuse. It was not a school, in the physical sense, but rather a school of thought associated with scholars at the Institute for Social Research at the University of Frankfurt in Germany. In 1923, Marxist scholar Carl Grünberg founded the Institute, initially financed by another such scholar, Felix Weil. The Frankfurt School scholars are known for their brand of culturally focused neo-Marxist theory a rethinking of classical Marxism updated to their socio-historical period. This proved seminal for the fields of sociology, cultural studies, and media studies.

Critical theory: Critical theory is a social theory oriented toward critiquing and changing society as a whole. It differs from traditional theory, which focuses only on understanding or explaining society. Critical theories aim to dig beneath the surface of social life and uncover the assumptions that keep human beings from a full and true understanding of how the world works. critical theory focus on the modern society understand what it is beneath. It varies form the traditional society. The critical theory helps us in understanding and exploring what is in this society in simple word help us do critical analysis in order to understand the society. Critical theory has been characterized it self as method. Critical theory refused that knowledge is reality. Bourgeois applies here means that the elite shape the reality. For example Pakistan movie specially pathan tries action while shooting three four enemies at a time now an unaware person watch that movie and tries that action scene here the movie is the bourgeois who is shaping the reality

Max Horkheimer defined critical theory in the book Traditional and Critical Theory. In this work, Horkheimer asserted that a critical theory must do two important things: It must account for society within a historical context, and it should seek to offer a robust and holistic critique by incorporating insights from all social sciences. Further, Horkheimer stated that a theory can only be considered a true critical theory if it is explanatory, practical, and normative. The theory must adequately explain the social problems that exist, offer practical solutions for how to respond to them, and abide by the norms of criticism established by the field.

Horkheimer condemned "traditional" theorists for producing works that fail to question power, domination, and the status quo. He expanded on Gramsci's critique of the role of intellectuals in processes of domination.

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Q#4

Key issue in media effect definition: when every we read the definition of media effect we see a few things that are mentioned in the definition. The mentioned keys which I am talking about are time, duration of effect valence, change, intention, the level of effect, direct or indirect, and manifestation.

Time: the influence of the media is immediate of long term, for example children watching wrestling every Sunday and they started to wrestle aggressively so it means that it have an immediate influence on the child

Duration: duration the key issue where we can say if the influence is permanent or temporary. For example the child start wrestling they duration of this effect is temporary they will wrestle for days but one day they will hurt them self badly and leave wrestling or they will become mature and stop wrestling.

Valence: means that its effect is negative or positive, for example the current protest in the US about the racism it may have positive effect as well as negative effect depend on the thought of people. In my point of view the protest leave a good impression / effect on the people US they teach them unity and humanity.

Change: the media is to change the attitude and behavior, for example the current situation of Amir abusing the police and the police punishing him , the video leaks now have change the attitude of people toward the police, first they respected them now people are abusing the police saying that what the police did is wrong.

Intention: when people are criticizing the media or any entertaining channels for the negative effects they strategically says that they are trying to entertain the audience. For example the incident of Jahangheer khan and Yousaf jan, when Yousaf Jan criticize Jahangheer he strategically told him that “my intention are to entertain the youth and I have to told the girl to come by and dance in front of youth”.

Level of effect: what is the level of effect how much the media is effecting the audience. For example the protest in US has a macro level of effect on the audience that majorities of US is in the favor of George Floyd.

Manifestation. Some effects are easy to observe, such as when someone changes her behavior soon after being exposed to a particular media message. For example, Heather might be watching TV and see an ad for a special offer for a pizza. She grabs her phone, dials the number on the screen, and orders a pizza. But other effects are very difficult to observe; this does not necessarily mean they are not occurring or that the media are not exerting an influence.

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Q#5

Type of effect: there are six type of media effect on a individual. Those six type of media are cognitive, belief, attitude, affect, physiology, behavior.

Cognitive effect: when the media has direct effect on an individual mental process or elements of those mental process. 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. The human mind can absorb this information through the process of memorization. However, the human mind can do far more than memorize; it can transform information into knowledge. This transformation of information can take the form of inferring patterns across media messages. The human mind can also group media messages in different ways to create new meanings. It can generalize beyond media messages to generate principles about real life. All of these mental activities are cognitive effects on individuals

Belief: belief is the faith of something that is true and real. The media continuously shaping our beliefs by showing us the world more then we are able to see directly. For example we have never seen Newton but we believe that he was one of the founders of universal law of gravity. Because we read him in physics books.

Attitude: when you judge something and your attitude toward the thing he has done become negative. For example the Amir attitude toward police was negative and the the people attitude toward the Amir video was also negative people were judging him as goon.

Affects: it refers to the feeling that people experience, media can trigger emotion, fear etc. now for example the George Floyd death triggered emotion of many people that's why people came into protest. Another example a child when he is crying the parent tries to make him laugh so what they do is, that they turn on his favorite cartoon so he stop crying.

Physiological effect: triggering of action, or bodily movement. For example a person a unaware or illiterate person is watching action movie of jahangheer and he tries to wear cloth like him and start walking like him this effect of the media on individual is physiological effect.

Behavior Behaviors are typically defined as the overt actions of an individual. Media effects researchers have conducted a lot of studies in which they observe people's media exposure behaviors to see which media they use and how they use those media. Researchers also expose people to particular media messages, then observe their subsequent behaviors for things like aggression, use of advertised products, and debating of political issues.

Media influence function: there are four influence function of media Acquiring, Triggering, altering and reinforcing.

Acquiring: while listening to the new or message, an individual listens to a few points keeping that in mind and memorizing it, this is immediate effect because the point has been committed during the exposure of 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. This function is applicable to all types of effects except for physiology.

Triggering: during the media exposure the media can active something that already exist in an individual. For example: Amir video triggered many people to comeout on road and started protesting, to punish the police what they have done with Amir.

Altering: the media can change the character of an individual, media can bring change in the attitude.

Reinforcing: this function put more weight to the effects that already exist in an individual. Which makes it harder to change, reinforcement is applicable to all the six effect of media