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Q:3. Write a note on Frankfurt school of thought.

Answer:

FRANKFURT SCHOOL OF THOUGHT :

The Frankfurt School was a group of scholars who developed the 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.

This idea started at when Marxist scholars began studying culture, they concentrated much of their effort on critiquing the nature of culture in the society.

The goal of Frankfurt school was to highlight the central role that popular culture occupies in the society.

Main Concerns :

Action Orientation and Critique of society
Platform to change the society for better.
Uses psychoanalysis
Subjectivity

In Frankfurt school of thought Horkheimer comes first.

- He used conflict theory / critical theory as a platform to enlighten and emancipate people.
- He encouraged change
- He argued the research cannot be purely objective
- He said Critique is reflecting on the limits of claims.

Formation :

The Frankfurt schools of thought was set up by a group of scholars in the 1923 in University of Frankfurt Germany.

Generations :

There are three generations of Frankfurt school of thought.

1st Generation

- Max Horkheimer
- Fredrick Pollock
- Erick Fromm
- Herbert Marcuse
- Franz Neiman
- Leo
- Henryk
- Arkandij
- Walter

2nd Generation

Jurgen Habermas

3rd Generation :

Alex Honneth

Critical Theory :

Definition :

Critical theory can be defined as a school of thought that stresses the reflective assessment and critique of the society and culture.

Various stands of critical theory :

It is important to keep in mind that there are various stands of critical theory today such as ;

1. Critical security studies
2. Feminism
3. Post structuralism
4. Constructivism

Criticism on Critical Theory :

One of the biggest critiques of critical theory is because it is a critique itself and it provides little in terms of practice and agency in terms of international relations.

How is this theory applicable:

Critical theory provides a lens to allow us understand the complex situations.

Why is critical theory so important internationally :

Critical theorists works in promoting human emancipation ensures the representation of excluded groups. It prevents the question of human freedom disappearing.

More importantly Robert Cox says that : “ Theory is always fir someone or for some purpose. “

As the Frankfurt school interpreted, ideological views of the dominant class conditioned the economic base by promoting false consequences among the working class. In this interpretation, they looked to Marx’s theory of commodification for validation.

The main objective of this was to examine the failure of revolutionary social change that had been predicted by Marxists, they argued that ideas and ideology represented in the mass media subverted the material and historical forces of economic change.

The Culture Industry :

In one of their best known efforts dialectic of enlightenment, two of the Frankfurt school, the Adorno and Horkheimer elaborated on the notion of a culture industry putting into structure by super service in order to incorporate the working class into the Capitalist society. In their analysis Adorno and Horkheimer argued that through Television, film, radio and popular forms of music the culture industries disseminated knowledge with great affectedness.

For the critical theorists like Adorno and Horkheimer the social changed that Marx envisaged as originating in the society’s material base seemed destined to be subverted by the development of the culture industries.



Q: 4. Discuss the Eight key issues in Mass Media.

Answer:

Introduction

There is potentially no area that is not at least potentially effected by mass media. For as long as we have had mass media, there have been huge range of concerns about what media is doing to us, there is a conception that media will somehow hypnotize us or control us, it tell us what to do or how to behave. It has the power to effect us in different ways.

To understand this, it's important to know the key issues in Mass Media.

Key Issues:

Writers and scholars have been writing about the issues from decades. These issues are now understood and they are categorized, which makes them eight issues in total.

However, effects of these issues are different, they could be long term or short term, the level could be macro or micro, duration could be permanent or temporary, valence should be positive or either negative, it could be direct or indirect and the list goes on.

Eight key Issues:

1. Timing
2. Duration
3. Valence
4. Change
5. Direct and indirect
6. Intention
7. Level
8. Manifestation

Timing:

People think that media might have an impact on them when they are exposed to media. However, this is not the case. It might effect them on the long run. It has this impact or effect that people might notice over the time.

Duration :

Nobody knows for how long media impacts a person. It could be short term or long term. For instance, one might watch a video of violent content on media, this might creat fear or phobia for short time or may be for tge rest of their lives.

Valence :

The impact of media can be both positive or negative. There are a lot of positive things about media too. For instance, when a person is bored and wants entertainment, the person can watch movies or listen to songs to boost their moods.

On the other hand, media can also have a negative impact on our daily lives. For example, a harsh or violent scene might trigger the anger inside us, moreover, even might make us commit horrible crimes.

Therefore, the impacts of media varies from positive to negative.

Change:

This is another effect media has on us, I will further elaborate this with the example of advertisements. It mostly affects uneducated groups of the people in the society.

An ad about a whitening cream will definitely lead people into believing that their melanin in skin might vanish which is impossible since it depends upon genes. These advertisements change their behavior and attitude regarding anything and shapes with what they want to.

Intention:

This is something that is too common these days. There might be something that triggers anger, envy, hate etc however, the media channels simply deny this by saying they did not intend to do this. Yet, this keeps happening in a large scale.

Level:

The level of effect of media might be a lot or might be less. It depends it could be either macro or micro level.

According to the research studies there are individual level effects and large scale effects that occur through the media.

Direct and indirect :

Media affects people in two different manners, this could be either a direct impact on an individual or an indirect impact.

For instance, a direct impact could be watching something directly through media and it leaves traces on us impacting us.

An example of indirect media effect is more of something politically, it sometimes tells us how to learn more, or hearing something like from someone else this indirectly impacts the individual knowingly or unknowingly.

Manifestation :

For instance, media might influence people. A person watching an advertisement of chocolate cakes, might soon grab their phone and order some. Some effects are easy to notice, while others could be quite challenging to understand or observe. The effects that cannot be observed that not mean that they are not happening. However it definitely influences us.

Conclusion :

To sum up, there are 8 key issues in media effects that are explained with details above. How it impacts it differs from one situation to another.

Q :5. Briefly elaborate types of media effects and their functions.

Answer :

Media Effects:

The media is generally believed to influence people and there are many ways in which individuals and society may be influenced by both news and entertainment mass media are referred to as media effects.

It is hardly controversial to say that these media sources can affect our view of the world.

These media effects are six in numbers.

1. Cognition
2. Belief
3. Attitude
4. Affect
5. Psychology
6. Behaviour

These are types of media effects on individuals.

1 cognition

This happens as human mind can get information and observe it from mass media and this status in their subconscious minds.

This information /knowledge can be observed through books, magazines, newspapers, television, radio etc.

This happens when a person is exposed to media and their brains knowingly or unknowingly observe information and knowledge

2 Belief

Belief as it is a clear word is the faith on something that either it exists or it is accurate or not. Media is creating shaping our beliefs. For instance, Donald Trump is being portrayed as gentle men in Fox News and a horrible personality in CNN. Or, no one exactly in this generation of 2000's saw Qaid Azam but in media he is nation's hero. This is how media is changing our beliefs regarding something or someone.

Attitude :

Media is shaping our attitudes regarding a whole lot of things. For example, in western world media kind of promotes plastic surgeries as all the people in the limelight gone through surgeries this made a lot of young generation of women to go for something as dangerous as plastic surgeries and even knowing that it might go horribly wrong yet, people are into this. This is how media is shaping our attitudes. This could be negative or positive.

Affect :

It's something we always experience and cannot be delayed. It's the emotions existing within us. Media could trigger emotions, making us sad, happy, angry, annoyed. It got this power to change our mood and affect our emotions.

Psychological Effect:

It is a natural response by our body that are purely psychological. So therefore, media have an impact on us this way too.

For example, watching a horror movie increase our fear and heart rate. This is a natural response of our body that media can trigger it as well.

Behaviour :

According to many researches conducted, people that are exposed to media are prone to get affected by media. People who watch media messages this will bring somehow an impact on this. The difference could be found out if you see a person being exposed to media has a different behavior and a person who is not, might behave in a different manner.

Q :2. (a)

Write names of theories associated with the era of limited effect theory.

Answer :

The theories that are associated with the era of limited effect theory follows;

- Cognitive Dissonance theory
- Reinforcement theory
- Uses and Gratification theory
- Agenda Setting theory
- Dependency theory
- Social Cognitive theory
- Attitude Change
- Social cognitive theory
- Social Construction of reality
- Cultivation Analysis

Limited effect theories happened after second world war.

It is important to remember that there is no mass communication theory, these theories have been borrowed from other fields. They also human made so they not always accurate.

Cognitive Dissonance theory :

In 1956 Lion Festinger wrote a book on this theory and outlined a very detailed understanding of what this theory is.

It is about holding two thoughts that are inconsistent with one another. It is borrowed from psychology but applies in media as well as media is constant. Also, when exposed to media people might experience discomfort.

Reinforcement Theory :

Reinforcement theory is a limited effects media model applicable within the realm of communication. The theory generally states that people seek out and remember information that provides cognitive support for their pre-existing attitudes and beliefs.

Uses and Gratification theory :

It argued that media does not do things by its own unless, people are interested in it. It is an approach to understanding why and how people actively seek out specific media to satisfy specific needs.

Agenda Setting Theory :

This theory claims that it is media that will tell individuals how to think and what to think about. This is actually occurring in real. It is media that make people what to think about.

Dependency Theory :

Dependency theory conceives of dependency as a relationship in which the fulfillment of one party's needs and goals is reliant on the resources of another party. A main focus of the theory is the relationship between media and audiences.

Social Cognitive theory :

This theory claims that the way people learn is through their observations

Social Construction of Reality :

It says people who share culture, also share correspondence of meaning.

Cultivation Analysis :

It says television constructs its own reality and people believe that to be true.

Agenda Setting theory :

Agenda-setting is the creation of public awareness and concern of salient issues by the news media. The study of agenda-setting describes the way media attempts to influence viewers, and establish a hierarchy of news prevalence. Nations with more political power receive higher media exposure.

Q 2 (b).

Briefly describe Knowledge- Gap theory and Magic bullet theory.

Answer :

1 KNOWLEDGE-GAP THEORY :

The knowledge gap theory was first developed by Philip J Tichenor in 1970.

Knowledge gap theory states that wealthier and more educated people acquire information from mass media faster than lower socioeconomic classes. They have greater access to media information and benefit more from it.

People with higher economic status have more access to technology that provides knowledge and information. However, people with lower economic status do not have enough access to this technology.

This kind creates a gap between rich and the poor. Moreover, students studying in the village schools are having less access to the educational resources like students studying in the cities.

This gap is known as knowledge gap.

2: MAGIC BULLET THEORY :

This is also known as hypodermic needle theory. It was developed in the 1920's and 1930's after researchers observed the propaganda during World War 1.

The Hypodermic needle theory is a linear communication theory, which suggests that media messages are injected directly into the brain of the passive audience. It suggests that we are all the same and we all respond to the media messages the same way.

This way of thinking about communication influence is no longer really accepted. In the 1930's many researchers realized the limitations of this idea, and some disputed whether only media theorists give the idea any serious attention at all. Nevertheless, the hypodermic needle theory continues to influence the way we talk about the media.

People believe that the mass media has a powerful effect. Parents worry about the influence of television and violent videos, news outlets run headlines "is Google making us stupid?" etc.

Back in 1927 an American theorist Lasswell wrote a book that how propaganda affected the world war 1 that mass media have a powerful and direct influence on the audiences.

Q1. (a)

Elaborate briefly the era of mass society theory.

Answer :

The Era of Mass society theory:

Communication Theories had different eras and it changed from time to time. The eras of mass communication theories began the first thought regarding the mass media began to emerge. All the ideas regarding this emerged during the 19th century those were the times when the world was going through a rapid development. In the other hand, media was also developing with the time. Some of the theorists began working on the theories.

The dominant perspective of media and society emerged during those times this period is referred as to mass society theory.

It is also said, that the same version of mass society theory occurs in every generation and development and technology is on the rise, hence this will bring changes and it creates eras.

It will be wise to say that yet not any single theory of mass media had been developed. All the theories are borrowed from the other fields of social sciences or applied sciences.

In addition, some of the theories used in mass media are no longer used so in the previous eras they were used. However, now they are criticised and are considered as wrong.

Q:1(b)

What cultivation Analysis with the reference to the era of Cultivation theory?

Answer :

Cultivation theory :

Intro

This theory analyzes the relationship between the media and individual, it also analyzes that who has the power is it the media manipulating how we see reality or we are controlling who does the media talk about.

Explanation :

This theory was created by George Gerbner and his colleagues. This theory views the audience and the media almost as equals. It says that the media is enforcing what the audience already believes. The media is not telling the audience what to think. In fact, the audience goes and seeks media that is going to reinforce their ideas.

Those who are exposed a lot to media are going to see a distorted view of reality. It says media has the power over the people but it is small, the more one consumes media the more they will be impacted by it.

Cultivation Analysis :

Cultivation analysis (or cultivation theory), an important theoretical perspective in communication, is based on the idea that the views and behaviours of those who spend more time with the media, particularly television, internalize and reflect what they have seen on television.

Conclusion :

To sum up, this says with the time people and their perspectives change however, it is not only media that affects people. Both media and people influence on another. Media shows what people wants to see.

End..

