

## Major Assignment BS 6TH Communication Theories II

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1. Define each element of the Partial List of Media Effects on Page 39. (Download lecture 12 for the list).

1. Advertising: Act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc.
2. Affluent society: A society in which scarcity of resources is not the predominant condition, and a general level of economic well-being has been achieved by most members of society. The term was made current by John Kenneth Galbraith in *The Affluent Society*, which described conditions in the United States after World War II.
3. Agenda building: The ongoing process by which various groups attempt to transfer their interests to be the interests of public policymakers.
4. Agenda setting: Agenda setting describes the way that media attempts to influence viewers, and establish a hierarchy of news prevalence.
5. Aggression: Feelings of anger or antipathy resulting in hostile or violent behavior readiness to attack or confront.
6. Associative network building: Associative networks are cognitive models that incorporate long-known principles of association to represent key features in business development.
7. Attitude construct creation: means that our attitude defines our type of mental level toward a certain type of task and how good and bad we perform in it is solely based on our attitude.
8. Audience as commodification: means that in media industry the audience act as a commodity, there behavior can be shaped according to needs of advertisers and other agendas.
9. Audience construction by media: in this the media shapes and alter the minds of audience and through it try to mold their behavior or influence it in any way possible.
10. Audience flow: The flux in audience size from one television or radio program to the next
11. Audience polarization: mean that the audience views are greatly formed through media about a social issue or cause because the primary source of information for ordinary people is media and through this media decide how to turn it and to which side to turn it.
12. Automatic activation: means to activate automatically.
13. Availability valence altering: to make a change in the already available space for whatever reasons.
14. Buffering: Preloading data into a reserved area of memory (the buffer). In streaming audio or video from the Internet, buffering refers to downloading a certain amount of data before starting to play the music or movie.
15. Capacity limits: the amount of storage something can hold.
16. Catharsis: the process of releasing, and thereby providing relief from, strong or repressed emotions.
17. Channel repertoire reinforcement: A stock of plays, dances, or items that a company or a performer knows or is prepared to perform.
18. Character affiliation: association of a character to something on base of his designation in an organization.

19. Civic engagement: Civic engagement or civic participation is any individual or group activity addressing issues of public concern. Citizens acting alone or together to protect public values or make a change or difference in the community are common types of civic engagement.
20. Coalition building: A coalition is an organization of diverse interest groups that join their human and material resources to produce a specific change that they are unable to deliver as independent individuals or separate organizations.
21. Cognitive dissonance: The state of having inconsistent thoughts, beliefs, or attitudes, especially as relating to behavioral decisions and attitude change.
22. Cognitive response: Are those response which are not planned and just exhibited upon need, and it is learned through thoughts, experience, and the senses.
23. Conservative/moralist decision making: A moral decision is a choice made based on a person's ethics, manners, character, and what they believe is proper behavior. These decisions tend to affect not only our own well-being, but the well-being of others.
24. Consumer culture creation and reinforcement: The consumer culture theory is a family of theoretical perspectives, adhering to the principles and applying it during the content creation stage.
25. Cue activation: Set a piece of audio or video equipment in readiness to play (a particular part of the recorded material).
26. Cultivation: the process of seeding something into brains of audience through time to time exposure in a controlled way.
27. Cultural imperialism: proposes that a society is brought into the modern world system when its dominating stratum is attracted, pressured, forced, and sometimes bribed into shaping its social institutions to correspond to, or even promote, the values and structures of the dominating center of the system.
28. Culture of narcissism: A general overview of twentieth-century approaches to cultural theory that draw on the notion of narcissism in order to gain insight into contemporary society shows that they can be roughly divided into two groups.
29. Decision making: The process of taking a step based on what is needed to be done because the circumstances requires it.
30. Diffusion of innovations: Diffusion of innovations is a theory that seeks to explain how, why, and at what rate new ideas and technology spread.
31. Direct effects: Direct effects, as the name implies, deal with the direct impact of one individual on another when not mediated or transmitted through a third individual. Indirect effects can be defined as the impact of one organism or species on another, mediated or transmitted by a third.
32. Disinhibition: is a lack of restraint manifested in disregard of social conventions, impulsivity, and poor risk assessment.
33. Disposition altering: Alteration in quality of character, a habit, a preparation, a state of readiness, or a tendency to act in a specified way that may be learned.
34. Distribution of knowledge: The process of sharing of information:
35. Double action gatekeeping:
36. Drench: Different viewers can perceive, interpret, and react to the content of a dramatic presentation in different ways. Drench analysis looks at the role of four major constructs in

generating differential effects of fictional or dramatic media: message involvement, perceived realism, role affinity, and subject novelty.

37. Elaboration likelihood: The elaboration likelihood model of persuasion is a dual process theory describing the change of attitudes. The model aims to explain different ways of processing stimuli, why they are used, and their outcomes on attitude change.
38. Elite pluralism: Elite theory opposes pluralism (more than one system of power), a tradition that assumes that all individuals, or at least the multitude of social groups, have equal power and balance each other out in contributing to democratic political outcomes representing the emergent, aggregate will of society.
39. Empathy activation: Simulation theory of empathy is a theory that holds that humans anticipate and make sense of the behavior of others by activating mental processes that, if carried into action, would produce similar behavior. The theory states that children use their own emotions to predict what others will do.
40. Encoding-decoding: Process of molding of messages for effective communication.
41. Excitation transfer: Excitation-transfer theory purports that residual excitation from one stimulus will amplify the excitatory response to another stimulus, though the hedonic valences of the stimuli may differ. The excitation-transfer process is not limited to a single emotion.
42. Exemplification: is a pattern of essay development that uses specific instances (examples) to clarify a point, to add interest, or to persuade.
43. Expectancy value: Stresses that motivation is dependent upon an individual's expectancies and values. Doesn't consider that the individual's emotional state, personality, abilities, knowledge, skills, and past experiences are factors that affect the outcome of the model.
44. Fraction of selection: a formula for determining which form of mass media an individual would select. The formula helped to decide the amount of gratification an individual would expect to gain from the medium over how much effort they had to make to achieve gratification.
45. Framing: Make or construct (something) by fitting parts together or in accordance with a plan to show to audience in a controlled manner.
46. Gatekeeping: The process through which we decide what is allowed to be shared and what's not and why it needed to be done.
47. Global village: the world considered as a single community linked by telecommunications.
48. Gratification seeking: an approach to understanding why and how people actively seek out specific media to satisfy specific needs.
49. Gravitation: movement, or a tendency to move, towards a center of gravity, as in the falling of bodies to the earth.
50. Hegemony: leadership or dominance, especially by one state or social group over others.
51. Heuristic processing: The heuristic-systematic model of information processing, or HSM, is a widely recognized communication model by Shelly Chaiken that attempts to explain how people receive and process persuasive messages. The model states that individuals can process messages in one of two ways: heuristically or systematically.
52. Hidden persuaders: A person who have the charming skills of communicating his message to others and others seems to accept it without having much difficulty.
53. Homogenization Imitation: the action of using someone or something as a model in order to make it uniform.

54. Indirect effects: indirect effects are those effects which are not directly linked with one case but is received by someone in after math or due to some kind of relativeness.
55. Information flow: The movement of information from one place to another through various means of communication.
56. Information seeking: The process of searching of knowledge through various means.
57. Integrated response: Integrated responses are those which intentionally and actively address ecosystem services and human-well-being simultaneously. Integrated responses ideally involve all key stakeholders and span different institutional levels horizontally and vertically.
58. Interpretation by social class: The theory of class is at the center of Marx's social theory, for it is the social classes formed within a particular mode of production that tend to establish a particular form of state, animate political conflicts, and bring about major changes in the structure of society.
59. Interpretive resistance: "interpretive resistance" refers to political struggle that can happen at either the individual or group level -- it does not mean that everyone will always resist the preferred reading -- but this is the process they use when they do.
60. Knowledge gap: It's a theory which say that people with good economic conditions will more likely to be more informed as compare to people with weak economic conditions.
61. Double jeopardy: the prosecution or punishment of a person twice for the same offence.
62. Limited capacity information processing: The Limited Capacity Model of Motivated Mediated Message Processing is an explanatory theory that assumes humans have a limited capacity for cognitive processing of information, as it associates with mediated message variables; moreover, they (viewers) are actively engaged in processing mediated information.
63. Marketplace alteration: the belief that the test of the truth or acceptance of ideas depends on their competition with one another and not on the opinion of a censor, whether one provided by the government or by some other authority.
64. Mass audience: An uncounted number of audiences who receives the messages through a medium.
65. Media access: The reach to a medium for purpose of information, entertainment, etc.
66. Media as culture industries: media as institutions and processes within the capitalist mode of production and thus as instances of that systems world which it was the purpose of the Enlightenment project to make transparent and thus bring more fully under human social control.
67. Media culture: Mass media presents cultural life, its images, stories that contribute to a sense of identity. Mass media shapes beliefs and values at the same time. Cultural messages are obtained from various sources. Mass media acts extensively on gender roles.
68. Media enjoyment: satisfaction of needs related to psychological well-being, using video games as stimulus material.
69. Media enjoyment as attitude:
70. Media entertainment: media and entertainment users make moral judgments about characters in a narrative which in turn affects their enjoyment of the narrative.
71. Media flow: Governments often seek to control media flows as a way of protecting national culture but online media have undermined this cultural gatekeeper role.
72. Media system dependency: Media dependency theory, a systematic approach to the study of the effects of mass media on audiences and of the interactions between media, audiences, and

social systems. In general, the extent of the media's influence is related to the degree of dependence of individuals and social systems on the media.

73. Medium as message: "The medium is the message" is a phrase coined by the Canadian communication thinker Marshall McLuhan and introduced in his *Understanding Media: The Extensions of Man*, published in 1964. McLuhan proposes that a communication medium itself, not the messages it carries, should be the primary focus of study.
74. Message construction: Messages are ultimately just bundling of data, but the sender can have different intentions for what it expects the receiver to do with the message.
75. Mood management: Mood management theory posits that the consumption of messages, particularly entertaining messages, is capable of altering prevailing mood states, and that the selection of specific messages for consumption often serves the regulation of mood states.
76. Motivated attention and motivated processing: both are different terms but both involves motivation which generates the will of person to do cheer up and try to achieve the tasks.
77. Neo-associationistic thinking: When an unpleasant experience takes place, it may cause the individual to experience feelings such as pain, sadness or frustration = explains the effects of negative feelings on the development of anger.
78. Neo-mass audience:
79. Network political priming: the process in which the media attend to some issues and not others and thereby alter the standards by which people evaluate election candidates". A number of studies have demonstrated that there is a dimension of powerful media effects that goes beyond agenda setting.
80. News content: Content theory attempts to explore the factors that motivate people to seek after their desires and satisfy their needs
81. News diffusion: is a branch of mass communications research dealing with how news is circulated among publics. In the second phase, citizen journalists and others became participants in the news production and diffusion process which until the advent of new media had been entirely controlled by professional journalists.
82. News factory: Based on team observational analysis of a television newsroom, we argue that an analogue for the local television news organization is a factory To illustrate a routinized news organization, we propose a factory model with five steps story ideation, task assignment, gathering and structuring materials, assembly, and newscast presentation The model reflects an assembly line approach to news that limits news workers' involvement in the organization and its product.
83. News frame creation: In communication, framing defines how news media coverage shapes mass opinion, former usually deals with frame building (i.e. how frames create societal discourse about an issue and how different frames are adopted by journalists) and latter concerns frame setting (i.e. how media framing influences an audience).
84. News selection: News values are "criteria that influence the selection and presentation of events as published news". These values help explain what makes something "newsworthy"
85. News worker socialization: Organizational socialization is the process through which newcomers learn the requisite social and task knowledge in order to resolve role uncertainty and become organizational insiders. Successful socialization of newcomers implies better retention of employees, higher productivity, and reduced recruitment and training costs.

86. One dimensional man: Studies in the Ideology of Advanced Industrial Society is a 1964 book by the philosopher Herbert Marcuse, in which the author offers a wide-ranging critique of both contemporary capitalism and the Communist society of the Soviet Union, documenting the parallel rise of new forms of social repression in both these societies, as well as the decline of revolutionary potential in the West. He argues that "advanced industrial society" created false needs, which integrated individuals into the existing system of production and consumption via mass media, advertising, industrial management, and contemporary modes of thought.
87. Para social interaction: refers to a kind of psychological relationship experienced by an audience in their mediated encounters with performers in the mass media, particularly on television. Viewers or listeners come to consider media personalities as friends, despite having limited interactions with them.
88. Perception of hostile media: The "hostile media effect" occurs when opposing partisans perceive identical news coverage of a controversial issue as biased against their own side. This is a robust phenomenon, which has been empirically demonstrated in numerous experimental and observational studies across a variety of issue contexts and has been shown to have important consequences for democratic society. This chapter reviews the literature on the hostile media effect with an eye toward the theoretical explanations for it, its relationship to other psychological processes, and its broader implications for perceived public opinion, news consumption patterns, attitudes toward democratic institutions, and political discourse and participation. Particular attention is paid to how the hostile media phenomenon can help explain the public's eroding trust in the news media and the recent polarization among news audiences. The chapter concludes with several suggestions for future research.
89. Persuasion: Persuasion Theory is a mass communication theory that deals with messages aimed at subtly changing the attitudes of receivers. In this perspective, persuasive messages are thus able to activate an attitude change that can modify behaviors of consumers, voters and individuals in general.
90. Play: theory of play argues that as the child matures, their environment and play should encourage further cognitive and language development. 'In play a child is always above his average age, above his daily behavior, in play, it's as though he were a head taller than himself.'
91. Pluralistic: politics and decision making are located mostly in the framework of government, but that many non-governmental groups use their resources to exert influence.
92. ignorance: ignorance is refraining from acquiring knowledge when the supposed cost of educating oneself on an issue exceeds the expected potential benefit that the knowledge would provide.
93. Political socialization: Political socialization is the "process by which individuals learn and frequently internalize a political lens framing their perceptions of how power is arranged and how the world around them is (and should be) organized; those perceptions, in turn, shape and define individuals' definitions of who they are and how they should behave in the political and economic institutions in which they live." Political socialization also encompasses the way in which people acquire values and opinions that shape their political stance and ideology: it is a "study of the developmental processes by which people of all ages and adolescents acquire political cognition, attitudes, and behaviors." It refers to a learning process by which norms and behaviors acceptable to a well running political system are transmitted from one generation to another. It is through the performance of this function that individuals are inducted into the

political culture and their orientations towards political objects are formed. Schools, media, and the state have a major influence in this process.

94. Political signification: is the study of topics such as politics, liberty, justice, property, rights, law, and the enforcement of laws by authority: what they are, if they are needed, what makes a government legitimate, what rights and freedoms it should protect, what form it should take, what the law is, and what duties citizens owe to a legitimate government, if any, and when it may be legitimately overthrown, if ever.
95. Polysemic interpretations: Polysemy is an interesting phenomenon that concerns cases in which a word or phrase enjoys multiple, related meanings. This article distinguishes polysemy from similar phenomena and presents some tests for determining the presence of polysemy. In addition, polysemy is differentiated from other phenomena that involve potential multiplicity of meaning. Later in the article, a few potential cases of polysemy are explored. The final two sections deal with the (so-called) polysemy paradox and consider ways in which types of polysemy can be characterized and categorized. Concepts are outlined with the use of several examples, allowing polysemes and ambiguities to be examined in context.
96. Power elite: The Power Elite is a 1956 book by sociologist C. Wright Mills, in which Mills calls attention to the interwoven interests of the leaders of the military, corporate, and political elements of society and suggests that the ordinary citizen is a relatively powerless subject of manipulation by those entities.
97. Priming: The priming theory states that media images stimulate related thoughts in the minds of audience members. Grounded in cognitive psychology, the theory of media priming is derived from the associative network model of human memory, in which an idea or concept is stored as a node in the network and is related to other ideas or concepts by semantic paths. Priming refers to the activation of a node in this network, which may serve as a filter, an interpretive frame, or a premise for further information processing or judgment formation.
98. Principled reasoning: Principled reasoning (also known as principles-based reasoning and principle-centered reasoning) is an alternative to modern portfolio theory based on a different conception of risk.
99. Profit-driven logic of safety Program choice:
100. Proteus effect: The Proteus effect describes a phenomenon in which the behavior of an individual, within virtual worlds, is changed by the characteristics of their avatar.
101. Pseudo events blur reality: pseudo events are a public relations tactic. The term pseudo-event was coined by American. The real tasks of public relations in the business world may focus on corporate interests or those of, public relations are to persuade management that the reality must correspond with the desired image.
102. Psychodynamics: Psychodynamics, also known as psychodynamic psychology, in its broadest sense, is an approach to psychology that emphasizes systematic study of the psychological forces that underlie human behavior, feelings, and emotions and how they might relate to early experience.
103. Psychological conditioning: Classical conditioning refers to a learning procedure in which a biologically potent stimulus is paired with a previously neutral stimulus.
104. Rally effect: The rally 'round the flag effect is a concept used in political science and international relations to explain increased short-run popular support of a country's government or political leaders during periods of international crisis or war.

105. Reasoned action: Theory of Reasoned Action. The Theory of Reasoned Action (TRA) suggests that a person's behavior is determined by their intention to perform the behavior and that this intention is, in turn, a function of their attitude toward the behavior and subjective norms (Fishbein & Ajzen, 1975).
106. Reception: Reception theory is a version of reader response literary theory that emphasizes each particular reader's reception or interpretation in making meaning from a literary text. Reception theory is generally referred to as audience reception in the analysis of communications models.
107. Resource dependency: Resource dependency theory is based on the principle that an organization, such as a business firm, must engage in transactions with other actors and organizations in its environment in order to acquire resources. Although such transactions may be advantageous, they may also create dependencies that are not.
108. Revealed preferences: Revealed preference is an economic theory regarding an individual's consumption patterns, which asserts that the best way to measure consumer preferences is to observe their purchasing behavior. Revealed preference theory works on the assumption that consumers are rational.
109. Ritual reinforcement: Social norms are communally agreed upon, morally significant behavioral standards that are, at least in part, responsible for uniquely human forms of cooperation and social organization. This article summarizes evidence demonstrating that ritual and ritualized behaviors are essential to the transmission and reinforcement of social norms. Ritualized behaviors reliably signal an intentional mental state giving credibility to verbal expressions while emotionally binding people to each other and group-based values. Early ritualized infant-caregiver interactions and the family routines and rituals that emerge from them are primary mechanisms for transmitting social norms vertically from parent to offspring, while adult community rituals are a primary mechanism by which norms are reinforced horizontally within the community.
110. Selective exposure: Selective exposure is a theory within the practice of psychology, often used in media and communication research, that historically refers to individuals' tendency to favor information which reinforces their pre-existing views while avoiding contradictory information.
111. Selective gatekeeping: Gatekeeping is the process of selecting, and then filtering, items of media that can be consumed within the time or space that an individual happens to have. This means gatekeeping falls into a role of surveillance and monitoring data.
112. Selective perception: Selective perception is the tendency not to notice and more quickly forget stimuli that cause emotional discomfort and contradict our prior beliefs. For example, a teacher may have a favorite student because they are biased by in-group favoritism. The teacher ignores the student's poor attainment.
113. Semiotic interpretations: the relationship between a sign, an object, and a meaning. The sign represents the object, or referent, in the mind of an interpreter. "Interpretant" refers to a sign that serves as the representation of an object.
114. Social cognitions: Social cognitive theory, used in psychology, education, and communication, holds that portions of an individual's knowledge acquisition can be directly related to observing others within the context of social interactions, experiences, and outside media influences.



115. Social construction of meaning: is a theory of knowledge in sociology and communication theory that examines the development of jointly constructed understandings of the world that form the basis for shared assumptions about reality.
116. Social construction of media technologies: is a theory within the field of science and technology studies. They also argue that the ways a technology is used cannot be understood without understanding how that technology is embedded in its social context.
117. Social identity: Social identity theory suggests that an organization can change individual behaviors if it can modify their self-identity or part of their self-concept that derives from the knowledge of, and emotional attachment to the group.
118. Social learning: Social learning theory is a theory of learning process and social behavior which proposes that new behaviors can be acquired by observing and imitating others.
119. Social norms: The Social Norms Theory posits that our behavior is influenced by misperceptions of how our peers think and act. Accordingly, the theory states that correcting misperceptions of perceived norms will most likely result in a decrease in the problem behavior or an increase in the desired behavior.
120. Sociology of news Spiral of silence: The spiral of silence theory is a political science and mass communication theory proposed by the German political scientist Elisabeth Noelle-Neumann. It states that a social group or society might isolate or exclude members due to the members' opinions. This stipulates that individuals have a fear of isolation.
121. Synapse priming: Priming refers to experience-dependent mechanisms that mark neurons in a synapse- and circuit-specific manner for further modifications. During sleep, reactivation of primed circuits leads to more permanent changes in synaptic weights via stabilization of structural plasticity.
122. Technological determinism: is a reductionist theory that assumes that a society's technology determines the development of its social structure and cultural values. Marx's position has become embedded in contemporary society, where the idea that fast-changing technologies alter human lives is pervasive.
123. Television trivialization of public life: television is the information medium par excellence, being understood as the distorter of political information. Established as a legitimate judge of political public life, unseating politicians and intellectuals it is called the fourth power, television journalism surpasses the press. Television has revolutionized the way of understanding political communication, the current habitual setting in which it performs the role that politicians, citizens and all the actors that participate in it perform. He unseated all the media in which the information was spread, including radio and the written press.
124. Third person effect: hypothesis predicts that people tend to perceive that mass media messages have a greater effect on others than on themselves, based on personal biases.
125. Transactional effects: processes contribute to the understanding of continuity, or maintenance, of psychopathology and personality characteristics, over time, through these cyclical interaction processes between the individual and the environment.
126. Transmission of information: Information theory studies the transmission, processing, extraction, and utilization of information. ... Coding theory is concerned with finding explicit methods, called codes, for increasing the efficiency and reducing the error rate of data communication over noisy channels to near the channel capacity.

127. Transportation of audiences: framework for understanding how media experiences can influence a viewer. The central idea of transportation theory is that individuals can be “transported” into a narrative world, becoming mentally immersed in the world of the story. Transportation is evoked by narratives.
128. Two-step flow Uses and dependency: most people are not directly influenced by mass media, and instead form their opinions based on opinion leaders who interpret media messages and put them into context. Opinion leaders are those initially exposed to a specific media content, and who interpret it based on their own opinion. They then begin to infiltrate these opinions through the general public who become "opinion followers". These "opinion leaders" gain their influence through more elite media as opposed to mainstream mass media. In this process, social influence is created and adjusted by the ideals and opinions of each specific "elite media" group, and by these media group's opposing ideals and opinions and in combination with popular mass media sources. Therefore, the leading influence in these opinions is primarily a social persuasion.
129. Uses and gratifications: Uses and gratifications theory is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. ... Rather, the audience has power over their media consumption and assumes an active role in interpreting and integrating media into their own lives.
130. Video malaise: the recording, reproducing, or broadcasting of moving visual images. a general feeling of discomfort, illness, or unease whose exact cause is difficult to identify.
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2. There are six types of media effects on individuals, which of the six do you think you experience most often? And can you list several examples of effects that have occurred in your life?

Ans: These six are cognition, belief, attitude, affect, physiology, and behavior.

### **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.

### **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.

**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.

**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.

**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).

**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 because 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.

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