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Q1: Define each element of the partial list of media effects.

Answer:

DATE:

List of the words for media effects.

Definitions:

1. Advertising:

Advertising is defined as paid communication from an identified sponsor using mass media to persuade audience/s.

2. Affluent Society:

A society in which scarcity of resources is not the predominant condition.

3. Agenda Building:

A process through which a policy agendas of political elites are influenced by a variety of factors, including media agendas.

4. Agenda Setting:

The ability of mass media to determine salience of issues with news.

Agenda setting is also influenced by a person's perception to certain beliefs.

DATE:

5- Aggression:

Desensitizing to the effects of violence is known as creating aggression to people through mass media.

6- Associative Network Building:

Are cognitive models that incorporate long known principles of association to represent key features of human memory.

7- Attitude Construct Creation:

Media effect on a person or a group of people's behaviour in attitude due to media.

8- Audience Flow:

Increases in audience.

9- Availability- valence altering:

Cognition and emotional TV messages or messages through any other mediums.

DATE:

Buffering:

When a company needs to relay bad news, either in letter or other business communication a buffering statement is being inserted.

Capacity limits:

(Does not exist in google or books)

Cognitive dissonance:

When a person has two or more incompatible beliefs simultaneously. This conflict results in psychological discomfort.

Cultivation:

It 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.

Culture Imperialism:

It says that audiences across the globe are heavily affected by media messages emanating from the western industrialized countries.

DATE:

Mass Audiences:

It represents almost all segments of the society. The specialized audience refers to the special group in the society. The interactive audience consists of those who have control over the communication process in a society. The interactive audience consists of those who have control over the communication process in society.

Media Access:

Its a network data transfer policy that determines how data is transmitted between two computer terminals through a network cable.

Media Culture:

Refers to the current western capitalist society that emerged and developed from the 20th century.

Media Enjoyment:

Media as entertainment.

DATE: _____

Information Seeking:

This is considered as the heart of much communication. It includes deliberate, intentional pursuit of further knowledge, as well as more casual skimming of messages and accidental observation and encounters.

Knowledge Gap:

Influxion of mass media information into a social system increases. Higher socioeconomic status segments tend to acquire this information faster than lower socioeconomic status population segments.

Double Jeopardy:

This refers to additional barriers and burdens faced by an individual who held multiple disadvantaged statuses.

Levels of Processing:

This is a complex model that is used to determine by existence of ground control points (GCP)

DATE:

Social Learning:

It's a theory of learning process and social behaviour which processes what new behaviours can be acquired by observing and limiting others.

Social Norms:

It's regarded as collective representation of acceptable group conduct as well as individual perception of particular group conduct.

Sociology of News:

It examines journalism as a social institution and analyzes the variety of forces and factors.

Spiral of Silences-

It's a theory of political science & mass communication. It states that a social group or society might isolate or exclude members' opinions. This stipulates that individuals have a fear of isolation.

DATE:

Expectancy Value:

This predicts the means by which individuals make behavioral decisions based upon their attitudes and beliefs.

Framing:

Framing comprises a set of concepts and theoretical perspectives on how individuals, groups and societies organize, perceive and communicate about reality.

Global Village:

The term internet is used as global village.

Hegemony:

Hegemony is a perceived process by which certain values and ways of thought promulgated through the mass media become dominant in society. It is seen in particular as reinforcing the capitalist system.

DATE:

Culture of Narcissism:

Life in an age of demanding expectations.

Decision Making:

Decision making is regarded as the cognitive process resulting in selection of a belief or a course of action among several alternative possibilities.

Diffusion of innovation:

A theory that seeks to explain how, why and at what rate new ideas and technology spread.

Distribution of knowledge:

Spreading knowledge or awareness through media.

Double action gate keeping:

Gate keeping itself is filtering contents. Every single person acts as a gate keeper in media.

DATE:

The psychological forces that underline human behaviour feelings and emotions and how they might relate to early experience.

Rally effect:

Also known as round the flag effect (or Syndrome) is a concept used in political science or '4R' to explain increased short-run popular support of the president of US during the period of international crisis or war.

Social Cognitions:

It is a sub topic of various branches of psychology that focuses how people process, store and apply information about other people and social situations.

Social Identity:

It's the portion of an individual's self concept derived from perceived membership in a relevant social group.

DATE:

News Factory:

An organization that creates customized, fully branded daily news and videos.

News Selection:

Refers to the process of selecting news.

Persuasion:

The action or process of persuading someone or of being persuaded to do or believe something.

Play:

This is a drama for entertainment.

Power Elite:

The power which is in the hands of elite group.

Psychnomics:

Its a approach to psychology that emphasizes systematic study of

DATE:

Third-person effect:

This hypothesis predicts that people tend to perceive that mass media messages have a greater effect on others than on themselves, based on personal biases.

Two-step flow:-

The two-step flow of communication model says that most people form their opinions under the influence of opinion leaders, who in turn are influenced by the mass media.

Uses and Gratification:-

This is a theory, that is an approach to understanding why and how people actively seek out specific media to satisfy specific needs.

Videomalaise:

The concept of videomalaise was first used in America in 1970s to describe the dual phenomenon of a loss of trust in political institutions and

DATE: _____

Media Flow:

The diffusion of media content in global markets.

Medium as Message:

Form a message determines the way that message will be perceived.

Message Construction:

The editing process of message in media.

Mood Management:

Consumption of media information according to the mood of individuals.

News Content:

Content itself is what the user derives value from. News content is the content in news.

News Diffusion:

It's a branch of mass communication research dealing with how news is circulated among publics.

DATE:

Individuals' increasing reliance on television as a means of obtaining political information.

END.

Q: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 the effects that have occurred in your life?

Answer:

The six media effects are given bellow;

1. Cognitive
2. Belief
3. Attitudes
4. Affects
5. Psychology
6. Behaviour

To begin with, it is very clear that the 6 above mentioned effects are kind of impact everyone in their lives. However, as far as I am concerned it effects more in psychological way.

To explain this more i will take help from the following table;

Type of effect	Acquiring	Triggering	Altering	Reinforcing
Psychology	Mood change	Reinforcing mood	Automatic response	Reinforcing reactions

I believe psychology effect is more occurring than other effects. Since mood changes take place. For example ; listening to a pop song kind of energies individual and listening to sad music make you think of sad moments. This is how media can effect one psychologically. Especially me.

To explain this further more. I would like to add real life examples I experienced:

Watching the news about outbreak of covid-19 really made me anxious for a long period of time. Shifting my mood was one the psychological effects media had on me.

Moreover, I strongly feel that media effects everyone psychological more than other effect. Though all of the six effects of media are equally important and powerful.

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