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MID SEMESTER ASSIGNMENT

Q1: A. Discuss the evidence of effects of mass media with reference of Denis Mcquail's analysis.

Answer :

About Denis Mcquail:

Denis Mcquail was a famous scholar and a theorist whose work has a tremendous effect on human life. He was born in England and studied in different universities across the globe. He was born in 1935 and passed away in June 2017. He was the person who worked on four press theories as well.

His research made work of the new generation much simple as he worked on his over decades. He published a lot of papers regarding media and communication.

Evidence of effects :

This topic focuses on two things

1 Believe

2 Attitude

And how media effects people and the way it effects it is different. Due to different conditions such as age, education etc. The effects of media changes accordingly.

It is important to know that the researches of media still remains disputed. You can predict anything regarding the future of mass media.

When research in media demographic information plays a huge role. Results in research varies due to demographic information. It media it is complicated to take a general conclusion from the results of the research on media.

According to Denis Mcquail in order to understand media effects and evaluate them its important to divide them in under five headings. Now its important to know that these headings separate the main topics that will be discussed. Following are the most important five situations.

To give evidence it is divided into the following categories ;

1. The campaign
2. The definition of social reality and social norm
3. The immediate response or reaction
4. Institutional change
5. Changes in culture and society

This way the results if the research regards the media effects could be explained in a simple manner.

1: The Campaign :

This is about research the surveys since that does not provide a broad picture but at least a minor picture. In could be stated as a pillar of research that could take place through political parties or advertising. Such as political campaign.

2: Definition of social reality and social norm:

This states that social reality is different fir example take a look at dramas they could be seen with makeup in kitchen but that is not the reality but a picture that they shaped within our minds. That is why mostly it is disputed.

Media does not always reflect the reality.

3: Immediate response or reaction :

For example response children and you watching cartoon then and now. Now immediate response is different. Response changes according to age. Or in a family every member has different responses they have their own favourite TV shows.

Even with the shifts in age choices change.

4: Institutional change :

To answer this part a lot of theories such as Mills and Kornhauser and others explained this either by criticising or evaluating it more. It has it's own unique effects. Most of them gave very complex and complicated answers. However, to cut it shirt it is necessary to keep in mind that is impacts society in many ways. Changes the institutions impact the research.

5: Changes in culture and society :

It has its own effects. We can say that the mass media depends in culture and society it has it's own impacts. Somehow, we can also say that the level of knowledge of an individual depends upon the economical status. There is a lot of difference on level of a poor and rich or developed society so their thoughts are different. Also, cultures are different. Every area has it's own unique culture.

Conclusion :

Mass media is coast effective as means of communication in society it is both fast and faxable it is easy to plan and control it. Propaganda and gate keeping is simple in media also it helps to create awareness in people simply.

This is explained deeply but a lot of theories. But at the end it is important to keep all of these mind. Additionally, if conducting a research it is obligatory to know these impacts points.

Q2: Discuss in detail Frankfurt school of thought and write a critique on critical social theory.

Answer :

Introduction to critical theory :

History :

Critical theory was brought together by the Frankfurt school in Germany by the individuals who were discontent by the capitalism, communism and facism systems.

It consisted of thinkers such as Adorno and Horkheimer. These theorists were more focused on the cultural side of capitalism. They felt that cultural goods such as radio, films and magazines are used as a medium of ideal logical control by the capitalist society.

Later theorist Jurgen Habermas did not only focused on capitalism rather he developed communicative action theory that stated: "communication requires mutual understanding from two or more parties." He believed in argumentation with one another which could lead to a positive side. Through this he said using reasons and social action as a basis for critiquing morality, democracy and law. This critical theory of society helped to develop a critical theory of international relations in response to realism.

However, critical theorists argued that they cannot treat states as subjective and identical rather relations and identities are always changing. Critical theorists believed that problem solving would not change the world but challenging the orders will.

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

Major critique of 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. "

Now digging more deeply to understand this:

There are many questions that arises that states why this theory is known as Frankfurt school of thought?

The answer to this is very simple, this is known as Frankfurt school of thought because behind this there was a group of scholars who developed this critical theory. This was developed in the University of Frankfurt in Germany.

Later scholars from different generations worked and developed this theory.

CRITIQUE ON CRITICAL SOCIAL THEORY :

According to my own opinion this its a neo Socialist, neo Marxism and neo communities term I disagree with this. Since it these theorists seems confused and could not provide accurate solutions that could work under all the circumstances.

Secondly, as Muslim I disagree with this. However, let's dig into criticising this in a boarder term;

First of all, this theory looks into destroying a developed culture. Let's start with religion. These theorists says that religions got errors into them and they want to change things. What people don't realise is that what these theorists says is based on assumptions and these assumptions aren't correct all the time. Most of the things about critical theory does not implies into the real life.

Their reasons are invalid since they criticise religion and due to this reason they cause complications even for themselves. Lets say with Feminism since its linked with critical theory they say that in religion women works as slaves which should not. These are some their reasons which are found be incorrect. They would begin to say children, women and minorities have rights in a manner to harm the culture and religion so the people don't understand. This theory gives people their freedom which can harm the culture. Now since the culture is changed the religion also emerged to change itself.

This is the mind set that even hit Japanese during world War II.

This theory suggests everything else is wrong and should be changed rapidly regardless of keeping people their religious values and culture norms in mind. If looked deeply it is very much authoritarian. Shift thinking and beliefs of people in different manners.

Q:3 Why is it important to have broad definitions of Media effects?

Answer :

Media Effects :

Definition and explanation:

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

Its hardly controversial to say that these media sources can effect our view of the world.

But let me write about the ways it can do that;

1: Priming:

Media messages may help us to recall old ideas, knowledge or experience.

For example ;

A news story about the Afghanistan's presidential election might trigger thoughs about Afghanistan's economy, civil war or memorial of a trip there.

2: Agenda Setting or Gate keeping :

This refers to the fact that the media controls the information we get and therefore what we think about. Editors have a lot of power here because thry are ultimately the ones who decide what should we be thinking about.

3: Farming :

Frames are the particle spin that applies to the message. Often this enfs up shaping our opinion and views about the news.

(agenda setting is which stories to tell. While framing is how to tell them.**)**

4: cultivation :

After spending a lot of hours in front of the TV people start to blur the lines between the real world and the one on TV.

For example ; Based on the number of programs about police people might think that 1 in 10 men might work in law enforcement but it reality it is 1 in the 100!!

Of course some media messages such as adds and public information are designed to change our attitudes and behaviours.

Factors that increase the likelihood of success includes likability, creativity and attractiveness of the source. The arguments used and people seem to agree with them.

Why is it important to have a broad definition of Media effects :

Media also play a role in persuading people to adopt a new idea or practice. Often they first communicate the message about the new idea which then spreads through interpersonal networks expanding over time to include social leaders, peers and the community. This eventually leads to the adoption of the idea of innovation reaching a critical mass.

In today's world it is impossible to avoid media influences. But, by understanding the way it works you can win back control of your perceptions and seek to have a balance view of the world and the people in it.

Digging deeper

Now their are complications in the definitions of media effects which are listed as bellow;

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

In order to understand media and it's effects very deeply it is important to have a broad definition of media effects.

In addition, to elaborate this further above I explained deeply the effects media have on individuals now the question arises what are the needs for these effects?

The answer to this question is because to understand these effects we needs a broad media effects definition. However, The definition is not absolutely correct it has errors in it which are also mentioned above.

Media effects are more than 100 which has a full list that indicates the effects of media on the individuals. Also, more importantly these effects are related to one another in many ways. The are interlinked and interdependent on each other.

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