



MASARYKOVA UNIVERZITA

Media Society and Culture



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Media Effect

- ▣ Laswell's Model of Mass Communication
 - ▣ Who
 - ▣ Says What
 - ▣ In Which Channel
 - ▣ To Whom
 - ▣ With What Effect
 - ▣ => Propaganda Analysis (1920s)

- ▣ Strong Technological Determinism

Media Effect

- ❏ Walter Lippmann
- ❏ *Public Opinion* (1922) => Citizen survey
- ❏ We see the world as "pictures in our heads"
- ❏ Media shape perception of things we have not experienced personally
- ❏ Urban expansion and Global Affairs

Media Effect

❏ Powerful Effects Theory

- ❏ **Media have immediate, direct influence**
- ❏ **Assumes people are passive and absorb media content uncritically & unconditionally**
- ❏ **“Hypodermic Needle” model**
- ❏ The media (needle) injects the message into audience mind and it causes changes in audience behavior and psyche towards the message.
- ❏ **“Magic Bullet” model**
- ❏ The media (magic gun) fired the message directly into audience head without their own knowledge.

Media Effect

➤ Minimalist Effects

- Paul Lazarsfeld's Erie County study (1940)
- Mass media had hardly any direct effect
- Personal contact more important than media contact
- Media effects mostly indirect

➤ Two Step Flow Model

- Media affect individuals through opinion leaders
- Opinion leaders are those who influence others
 - Clergy, teachers, neighborhood leaders, etc.

Media Effect

➤ Status Conferral

- Media coverage can create prominence for issues & people

➤ Framing

- selecting and highlighting some facets of events or issues and making connections among them so as to promote a particular interpretation, evaluation, and/or solution

➤ Agenda Setting

- Media tell people what to think about - but not what to think

Media Effect

➤ Cumulative Effects Theory

- Media influences are gradual over time
- Effects are often more powerful
- But not easily measurable

➤ Spiral of Silence (Noelle-Neumann)

- Vocal majority intimidates others into silence
- or Bandwagon effects (Free riders)

Active Audience

➤ Uses & Gratifications

- People choose media that meet their needs & interests

➤ Needs, such as

➤ Surveillance (wanna know about..)

- Media provide information about what's going on
- Both news & entertainment

➤ Diversion (wanna get relaxed)

- Media as entertainment Stimulate / Relax / Release

➤ Socialization (wanna be)

- Mass media can help initiate people into society
- Demonstrate dominant behaviors and norms
- “Observational learning”