

Media Society and Culture

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 – Relying on Media

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

- **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]
- Ex, A”black” criminal killed (his wife)

- **Agenda Setting**

- Media tell people what to think about – but not what to think
- Sex scandal is the key issue

- **Priming**

- enhancing the effects of the media by offering the audience a prior context
- URBAN DEVELOPMENT is VERY Important.. environment is also important

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”