

Name:

Mods:

Media Theories Guided Notes

What is the Point of the Media?

1. What different types of media are there and what is the purpose of having the media?

Positive and Negative Effects of the Media:

2. What are positive effects of the media?
3. What are negative effects of the media?

Categorizing Media Theories:

4. Explain direct media effects.
5. Explain limited media effects.
6. Explain indirect media effects.

Hypodermic Syringe Model (Magic Bullet)

7. What is the Hypodermic Syringe Model?
8. What role does the audience play in this model?

9. Explain how cause and effect impact this model.

10. Explain what is key for the hypodermic syringe model and why it is so important.

Mass Society:

11. What is the theory of a mass society and how does it impact the hypodermic syringe model?

12. What does a mass society traditionally have?

Transmission Model:

13. Explain how the transmission model is set up.

14. Draw a diagram of the transmission model.

Problems with Direct Media Effects:

15. What problems are there with direct media effects? Why do some people say this is not how society operates?

Limited Media Effects:

16. Explain what the diffusion theory is.

a. How can the audience receive the messages from the media?

17. What messages do people focus on?

Selective Choosing and the Diffusion Theory:

18. Fill in the blank

a. Perception:

b. Exposure:

c. Expression:

d. Retention:

e. Cognitive Dissonance:

Cumulation Theory:

19. Explain the cumulation theory.

20. How does the media affect the audience according to this theory?

Desensitization:

21. What is desensitization?

22. Explain what role desensitization plays in the cumulation theory.

Cumulation Theory:

23. How is the cumulation theory different then the hypodermic syringe model?

24. What is the most vulnerable category of people?