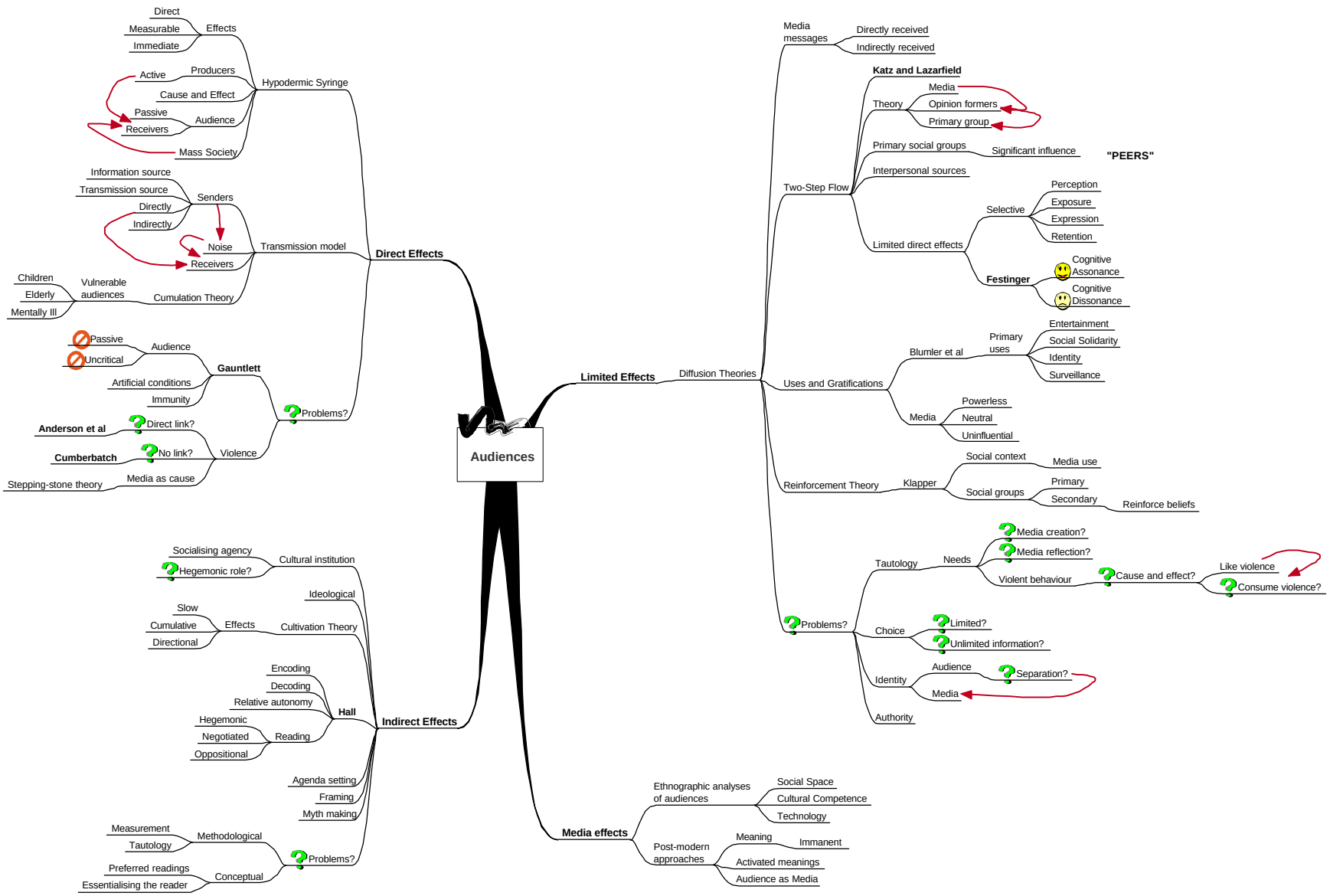
Audiences
Direct Effects
Hypodermic Syringe
Effects
Direct
Measurable
Immediate
Producers
Active
Cause and Effect
Audience
Passive
Receivers
Mass Society
Transmission model
Senders
Information source
Transmission source
Directly
Indirectly
Noise
Receivers
Cumulation Theory
Vulnerable audiences
Children
Elderly
Mentally Ill
Problems?
Gauntlett
Audience
Passive
Uncritical
Artificial conditions
Immunity
Violence
Direct link?
Anderson et al
No link?
Cumberbatch
Media as cause
Stepping-stone theory
Indirect Effects
Cultural institution
Socialising agency
Hegemonic role?
Ideological
Cultivation Theory
Effects
Slow
Cumulative
Directional
Hall
Encoding
Decoding
Relative autonomy
Reading
Hegemonic
Negotiated
Oppositional
Agenda setting
Framing
Myth making
Problems?
Methodological
Measurement
Tautology
Conceptual
Preferred readings
Essentialising the reader
Limited Effects
Diffusion Theories
Media messages
Directly received
Indirectly received
Two-Step Flow
Katz and Lazarfield
Theory
Media
Opinion formers
Primary group
Primary social groups
Significant influence
"PEERS"
Interpersonal sources
Limited direct effects
Selective
Perception
Exposure
Expression
Retention
Festinger
Cognitive Assonance
Cognitive Dissonance
Uses and Gratifications
Blumler et al
Primary uses
Entertainment
Social Solidarity
Identity
Surveillance
Media
Powerless
Neutral
Uninfluential
Reinforcement Theory
Klapper
Social context
Media use
Social groups
Primary
Secondary
Reinforce beliefs
Problems?
Tautology
Needs
Media creation?
Media reflection?
Violent behaviour
Cause and effect?
Like violence
Consume violence?
Choice
Limited?
Unlimited information?
Identity
Audience
Separation?
Media
Authority
Media effects
Ethnographic analyses of audiences
Social Space
Cultural Competence
Technology
Post-modern approaches
Meaning
Immanent
Activated meanings
Audience as Media