MAC211 - THEORIES OF MASS COMMUNICATION SUMMARY

The course title of this course is_____
Theories of Mass Communication

Study of theories of mass communication is best in _____form
interactive

To be able to understand theories of Mass Communication very well_____
one needs to know how communication works

_____ defines communication as:"the discriminatory response of an organism to stimuli''
Stevens (1950)

_____, defines communication as: "The process whereby an individual transmits stimuli, usually verbal, to influence the behaviour of another individual".
Hovland (1948)

_____ is said to be the father of modern "Rhetorics".
Hovland

Hovland is said to be the father of modern_____.
Rhetorics

Hovland is said to be the father of modern "Rhetorics" because_____
he has done a lot of works and researches on persuasion

According to Schacter (1951) - as:"The mechanism by which power is exercised". This scholar is a _____ scientist.
political

Cooley (1909): "The mechanisms through which human relations exist and develop all the symbols of the mind together, with the means of conveying them through space and presenting them in time". This scholar is a_____.
sociologist

_____ communication is the process of exchanging mutually understood symbols.
Steinfatt (1977)

According to _____ communication is the process of using signs and symbols which elicit meaning in another person or persons.
Sarbaugh (1988)

Both Steinfatt's and Sarbaugh's definitions are based on the context of symbols.
True

Sarbaugh's definition is more inclusive than Steinfatt's because_____.

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he brought in the use of signs
According to _____ communication is an interaction between a minimum of two symbolic systems.
Nwankwo (1973)

According to _____ communication is the process which involves all acts of transmitting messages to channels which link people to the languages and symbolic codes which are used to transmit such messages.
Ugboajah (2001)

_____ is the means by which such messages are received and stored.
Communication

_____ includes the rules, customs and conventions which define and regulate human relationships and events
Communication

_____ is a fundamental part of all our lives.
Communication

Communication is a fundamental part of all our lives.
True

The range of methods we can use to communicate with each other is growing all the time.
True

The range of methods we can use to _____ with each other is growing all the time.
communicate

The range of methods we can use to communicate with each other is _____ all the time.
growing

The _____ of methods we can use to communicate with each other is growing all the time.
range

We can communicate using everything from a note stuck on the fridge door to video-conferencing.
True

We can communicate using everything from a note stuck on the fridge door to_____.
video-conferencing

We can communicate using everything from a _____ stuck on the fridge door to video-conferencing.
note

We can communicate using everything from a note stuck on the _____ to video-conferencing.
fridge door

But no matter which medium we choose the underlying structure or communication cycle remains the same.
True

No matter which medium we choose the underlying structure or _____ remains the same.
communication cycle

Every communication therefore involve the following cycle

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- Aiming
- Encoding
- Transmitting
- Receiving
- Decoding
- Responding

_____ is the stage in which we think particularly about how we will communicate the information and to who we wish to communicate with.
Aiming

Once we have organised our_____, we begin to choose words or image to express them.
thought

Depending on whether you receive information from other people in spoken or written format you will have to use different means of _____ and_____ that information.
interpreting and storing

Depending on whether you receive information from other people in spoken or written format you will have to use different means of interpreting and storing that_____.
information

Depending on whether you receive information from other people in _____ or_____ format you will have to use different means of interpreting and storing that information.
spoken or written

_____ is the opposite of encoding.
Decoding

Decoding is the opposite of_____.
encoding

The meaning of the message is the responsibility of the _____ and not the Receiver
Sender

The meaning of the message is the responsibility of the Sender and not the _____
Receiver

_____ is the last stage in the communication cycle.
Responding

At _____ stage, the receiver has the chance to ask any questions and this also gives the sender the chance to realize if they have missed out any stages in the communication cycle
Responding

_____ allows us to form communities, assert and differentiate our personalities and accomplish a variety of tasks.
Communication

Communities are more than geographic locations.
True

Through_____, we form human bonds that, in turn, form our friendships, families, and work relationships.

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communication

We fall in love using_____.
communication

_____ allows us to sell products, campaign for an issue or candidate, debate a topic in class, and get the other person to think like us.
Communication

_____ is an integral part of our lives because it allows us to influence people and sell our views to them.
Persuasion

Persuasion is an integral part of our lives because_____
it allows us to influence people and sell our views to them

_____ helps us create information and knowledge.
Communication

Communication helps us create _____ and knowledge.
information

Communication helps us create information and_____.
knowledge

We _____ from one another and use that information to develop new ideas and concepts.
learn

We learn from one another and use that _____ to develop new ideas and concepts.
information

We learn from one another and use that information to develop _____and concepts.
new ideas

We learn from one another and use that information to develop new ideas and_____.
concepts

_____ allows us to find information that will help us fulfill our needs.
Communication

Communication allows us to find _____ that will help us fulfill our needs.
information

Communication allows us to find information that will help us fulfill our_____.
needs

_____ is what gives life a meaning.
Communication

Communication is what gives life a meaning.
True

Remove communication and the world is grounded.
True

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_____ is the foundation for effective and meaningful living.
Communication

Communication is the foundation for effective and meaningful living.
True

_____ is the cycle that binds all human processes together.
Communication

Communication is simply who you are.
True

Communication as the wheel that drives human life cycle therefore revolve around _____ steps cycle
six

Communication as the wheel that drives human life cycle therefore revolve around six steps cycle namely_____
aiming, encoding, transmitting, receiving, decoding and responding

Communication drives every form of human activities.
True

Communication is _____.
complex

Communication is complex.
True

The nature of communication is_____
basically the exchange of information between people

The nature of communication is basically the _____ between people.
exchange of information

The nature of communication is basically the exchange of information between_____.
people

It required a sender and a receiver for communication to take place.
True

Communication is reciprocal.
True

_____ entails the sender encoding a message and transmitting it to the receiver and the receiver successfully decoding the message.
Effective communication

Communication involves at least _____ people.
two

_____ is information, ideas, opinions or emotions that are transmitted to the receiver.
Message

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_____ drives communication and without it there will be no communication.
Message

The _____ must have substance to be effective.
message

The message must have _____ to be effective.
substance

The message must have substance to be effective.
True

Communication is a _____ way process.
two

Communication is a two way process.
True

At least _____ people are needed for successful communication.
two

Sender sends message and receiver receives the message and thereafter makes_____ .
feedback

_____ sends message and receiver receives the message and thereafter makes feedback.
Sender

Sender sends _____ and receiver receives the message and thereafter makes feedback.
message

Sender sends message and _____ receives the message and thereafter makes feedback.
receiver

Communication can take place only when there are at least _____ persons.
two

Communication can take place only when there are at least two persons.
True

One person has to convey some message and another has to receive it.
True

Communication may also be sent by means of letters, circulars etc.
True

Communication can be _____ or non verbal.
verbal

Communication can be verbal or_____.
non verbal

_____ communication means written or spoken language or words.
Verbal

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_____ communication means facial expression, gestural expression etc.
Non-verbal

_____ follows established channels
Formal communication

_____ does not follow the official channel.
informal communication

_____ communication respects and follows established hierarchy
Formal

_____ communication allows any individual to convey information to anybody else freely without having to bother about the hierarchy.
Informal

_____ communication involves conversation with friends, peers, gossiping etc.
Informal

Communication may flow up and down and also from side to side.
True

_____ communication starts from lower level and is transmitted to upper level of an organization
upward

_____ communication is just opposite to upward communication. Horizontal communication occurs within the same level.
downward

Communication is_____, a continuous process.
dynamic

Communication is dynamic, a _____ process.
continuous
The aim of communication is regularly to_____
create mutual understanding, trust, credibility and implementation of decisions quickly

Sharing or exchanging information is an ongoing activity.
True

_____ state, "Communication processes are a fundamental part of virtually every part of human social life".
James Price Dillard and Michael Burgoon (1995)

Message or information is exchange and follows some sequential steps:_____
Sender => Medium => Receiver

In general, _____ is a feature or characteristic of something.
an attribute

_____, for example, is an attribute of your hair.
Colour

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Colour, for example, is _____ of your hair.
an attribute

Colour, for example, is an attribute of your_____.
hair

According to Folarin (2002), the following are the attributes of communication

- Intentional and Unintentional
- Systematic
- Dynamic Process
- Interaction and transaction
- Personal
- Continuous
- Irrevocable
- Complex
- Consummatory

Communication can be _____ or unintentional.
intentional

Communication can be intentional or_____.
unintentional

_____ occurs when we communicate with a specific goal in mind.
Intentional communication
_____ occurs with the sender unaware of it.
Unintentional communication

Communication follows a specific process starting from the_____, through the Channel to the receiver and then the feedback.
source

Communication follows a specific process starting from the source, through the _____ to the receiver and then the feedback.
Channel

Communication follows a specific process starting from the source, through the Channel to the _____ and then the feedback.
receiver

Communication follows a specific process starting from the source, through the Channel to the receiver and then the_____.
feedback

Communication improves with _____ and age.
time and experience

Communication improves with time and experience and_____.
age

Communication is both an _____ and_____ process involving a source and receiver that impacts one another in the process of communication.
interaction and transactional

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Communication is both an interaction and transactional process involving_____
a source and receiver that impacts one another in the process of communication

Communication strives on making_____.
meaning

The _____ and receiver must have a personal understanding of meaning of signs and symbols they share for communication to be effective.
source

The source and _____ must have a personal understanding of meaning of signs and symbols they share for communication to be effective.
receiver

The source and receiver must have a personal understanding of meaning of _____ they share for communication to be effective.
signs and symbols

_____ gives life meaning, it comes and end with a person's life.
Communication

Once a message is sent it cannot be withdrawn.
True

Communication occurs in many forms and at different levels.
True

Communication provides _____ to the communicator.
satisfaction

Communication provides satisfaction to the_____.
communicator

Communication provides satisfaction to the communicator.
True

_____ divided communication barriers into four major parts
Brian G. Wilson

Brian G. Wilson divided communication barriers into _____ major parts
four

Brian G. Wilson divided communication barriers into four major parts: _____
encoding, transmitting, decoding and response barriers

The under listed are basic encoding barriers:

- insensitivity to receiver
- lack of basic communication skills
- insufficient knowledge of the subject
- information overload
- emotional interference
- transmitting barriers
- physical distractions
- conflicting messages

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- channel barriers
- long communication chain

The longer the communication chain the greater the chance for error.
True

The communication cycle may break down at the receiving end for the following reasons
- lack of interest
- lack of knowledge
- lack of communication skills
- emotional distractions
- physical distractions

A bad cellular phone line or a noisy restaurant can destroy communication.
True

Messages that cause a _____ in perception for the receiver may result in incomplete communication.
conflict

_____ that cause a conflict in perception for the receiver may result in incomplete communication.
Messages

Messages that cause a conflict in perception for the receiver may result in incomplete communication.
True

Messages that cause a conflict in _____ for the receiver may result in incomplete communication.
perception

Another example of conflicting messages might be_____
if a supervisor requests a report immediately without giving the report writer enough time to gather the proper information

If the sender chooses an inappropriate channel of communication, communication may cease.
True

The longer the communication chain the greater the chance for error.
True

If a message is passed through too many receivers the message often become_____.
distorted

If a message is passed through too many receivers the message often becomes distorted.
True

Those who have weak reading and listening skills make ineffective receivers.
True

Those who have weak _____ and listening skills make ineffective receivers.
reading

Those who have weak reading and _____ skills make ineffective receivers.
listening

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When two communicators are_____, care must be taken to ask for meaningful feedback.
separated

When two communicators are separated, care must be taken to ask for meaningful_____.
feedback

When _____ are separated, care must be taken to ask for meaningful feedback.
two communicators

When _____ communicators are separated, care must be taken to ask for meaningful feedback.
two

_____ or judgmental feedback can interfere with good communication.
Delayed

Delayed or _____ feedback can interfere with good communication.
judgmental

Delayed or judgmental feedback can interfere with good communication.
True

_____ is the interdependent process of sending, receiving, and understanding messages.
Communication

Communication is the _____ process of sending, receiving, and understanding messages.
interdependent

Communication is the interdependent process of_____, receiving, and understanding messages.
sending

Communication is the interdependent process of sending, _____, and understanding messages.
receiving

Communication is the interdependent process of sending, receiving, and _____messages.
understanding

The _____ invariably controls communication
source

When we do_____, the researcher may want to analyse the message of communication.
content analysis

_____ are signs and symbols that give expression to content.
Codes

Berlo sees _____ in terms of CODES.
message

Berlo sees message in terms of_____.
CODES

Each media organisation has its own codes.
True

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The _____ is the target audience of media organisations.
receiver

The receiver is the _____ audience of media organisations.
target

The receiver is the target _____ of media organisations.
audience

The receiver is the target audience of _____ organisations.
media

The receiver is the _____ of media organisations.
target audience

_____ is the study of the age, sex, educational background, economic and social status of the audience.
Demographics

_____ is the study of needs, dispositions, aspirations, inclinations, individual differences and the relationship of the mass audience.
Psychographics

_____ is the set of responses we have to any stimulus or message.
Meaning

_____ is not an element of communication process per se, but it can come in at any point in the process of communication.
Noise

_____ is anything that interferes with the process of communication.
Noise

_____ is the response of the receiver to the original message sent by the source.
Feedback

_____ is reactions of the receiver which could be exhibited cognitively (through thinking), affectively (through emotional responses) or behaviourally (through physical actions).
Feedback

Every element of the communication process engages in_____.
an activity

Every element of the communication process engages in an activity.
True

_____ try to explain what happens in the communication process.
Communication theorists

The purpose of any communication more often than not is in the mind of the_____.
source

_____ is the intension of the source which he has in mind.
Purposing

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When we communicate we are _____.
purposing

_____ means translating our purpose into symbols that can be understood by the receiver.
Encoding

_____ is the central element of communication around which every other thing revolves.
Message

_____ involves a lot of channels.
Sending

Sending is a very important activity in the process of communication because_____
if a message is conceived, coded but not sent to the receiver, then no communication takes place

Without _____ the message, there cannot be any decoding and, hence, no communication.
receiving

_____ is the translation of the symbols into understandable meaning by the receiver.
Decoding

_____ is done directly by the human elements involved (i.e. the source and receiver).
Decoding

For the _____ type of communication, decoding does not occur immediately.
interpersonal mediated

For the _____, decoding is done directly by the human elements involved
interpersonal non-mediated

_____ is usually shown through feedback from some overt behaviour in the receiver.
Responding

_____ to the message takes place when the receiver has hot the message, decoded it and yielded to it.
Responding

_____ is about the last lap of the communication process in which the receiver reacts to the message of communication.
Responding

The communication process is an _____ process because one thing leads to the other
additive

The communication process is an ADDITIVE process because _____
one thing leads to the other

Decoding or and comprehending are not synonymous with yielding.
True

Which type of effect is short-lived or can be said to be consumatory?
Transient

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_____ is the long-time effect of communication on people.
Permanent

It is _____ effect of communication which culminates in attitudinal and behavioural changes.
instrumental

The _____ effect of communication is that which shows the audience or receiver of a message of communication responding instantly to the stimulus received.
immediate

A good example_____ is the reaction of the "Area boys" in Lagos immediately the death of Late Bashorun Abiola was confirmed on the Network news.
immediate effect

The effect of communication is said to be _____ when the message of communication does not spur an immediate reaction on the receivers of the message.
delayed

The effect of communication is said to be delayed when_____
the message of communication does not spur an immediate reaction on the receivers of the message

_____ is communication among human beings.
Human communication

In_____, one communicates with himself especially as it relates to activities occurring within the body systems.
intrapersonal communication

_____ is the basis of human communication
Intrapersonal communication

_____ is that between two or more individuals.
Interpersonal Communication

According to Okunna (1994),_____ is communication that goes on between people, mostly in a face-to-face situation.
Interpersonal Communication

Feedback is given in the form of both verbal and non-verbal cues because_____
the person participating in the face to face communication can utilize word as well as gesture and other non-verbal cues to indicate that messages are being clearly received and understood

_____ has to do with communication between different groups of people.
Group communication

_____ is a form interpersonal communication because it is mostly in a face-to-face situation and feedback is most time immediate.
Group communication

A good example of_____ are lecture, round table discussion, a political rally, evangelical crusade etc.
group communication

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_____ is communication between different set-ups, e.g. department; unitsor segments of an organization, e.g., when the Vice-Chancellor of a university is holding talks with deans in the various faculties or the heads of the various departments.
Organizational communication

Organizational communication is the heart of all forms of communication the reason being that_____
most of the life activities are carried out in one organization or the other
_____ refers to communications between different institutions in the society.
Institutional communication

_____ refer to organisations or social structures that have something similar.
Institutions

BON stands for_____
Broadcasting Organisations of Nigeria

MAN stands for_____
Manufacturing Association of Nigeria

NUC stands for_____
National Universities Commission

NBA stands for_____
Nigerian Bar Association

NMA stands for_____
Nigerian Medical Association

Public and mass communications are somewhat problematic because_____
people tend to use them interchangeably

_____ is communication between a source or few sources and a larger and heterogeneous audience.
Mass communication

_____ is the specific ways of transmitting messages, using words and symbols to represent real objects and ideas.
Verbal communication

The counterpart of verbal is _____ communication.
non-verbal

_____ is the mode (form) of communication that includes all forms of transmission of messages not represented by words and symbols.
Nonverbal communication

Communication through use of time is called_____
Chronemics

Communication through body movements (up to700, 000 body signs abound is called_____
Kinesis

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_____ is communication through use of space e.g. a white man who chooses to stand up in a bus rather than sit near a black man communicates racism or racial segregation.
Proxemics

The use of eye contact in discussions is called_____
Occulesics

The use of touch to communicate feelings is called_____
Haptics

Choice and use of objects is called_____
Objectics

_____ is communication through changes in human voice e.g. a sudden change in one's voice tone during a communication process can communicate annoyance.
Voclics

Communication through tone, pitch, e.g., sighing is called_____
Paralinguistics

Communication that is beyond just what the person is saying is called_____
Metacommunication

_____ is communication between animals.
Animal communication

Animal communication is communication between_____.
animals

At times animals communicate to their owners e.g. the wagging of tails by dogs when welcoming their 'masters'.
True

_____ is the kind of communication we get through machines.
Machine communication

Machine communication is the kind of communication we get through_____.
machines

Every communication process takes place in a given_____.
context

Communication does not occur in a vacuum.
True

Communication does not occur in a_____.
vacuum

The _____ determines other things that will happen in the communication process.
context

The word Etymology is of a Latin origin meaning _____
'Con' 'with' and 'Testerel' 'text'

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_____ can be looked at from various angles.
Time

Time can be looked at from various_____.
angles

The number of the _____ in a given communication can determine the context.
participants

The number of the participants in a given communication can determine the_____.
context

The number of the participants in a given communication can determine the context.
True

_____ is inexplicably inter-twined with human existence.
Communication

Communication is inexplicably _____ with human existence.
inter-twined

Communication is inexplicably inter-twined with _____ existence.
human

Communication is inexplicably inter-twined with human existence.
True

We can hardly separate communication from anything we do.
True

We can hardly separate _____ from anything we do.
communication

We can hardly _____ communication from anything we do.
separate

_____ (quoted in Wikipedia, the free encyclopedia) hypothesised about the influence of language (communication) on our perception.
Sapir and Whorf

By the_____, language is seen as a critical aspect of culture.
hypothesis

By the hypothesis, _____ is seen as a critical aspect of culture.
language

By the hypothesis, language is seen as a critical aspect of_____.
culture

The following are the importance of communication in your journey for self actualization

- self actualization
- liberation
- socio-politico-economic mobilization

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Through_____, man gets information on health issues, education, occupation and other novelties
communication

Through communication, man gets information on_____, education, occupation and other novelties
health issues

Through communication, man gets _____on health issues, education, occupation and other novelties
information

Through communication, man gets information on health issues, _____, occupation and other novelties
education

Through communication, man gets information on health issues, education, occupation and other_____
novelties

_____ liberates an individual and so makes him to know the truth
Communication

Communication _____ an individual and so makes him to know the truth
liberates

Communication liberates an individual and so makes him to know the _____
truth

By being_____, the individual then overcomes fear and consequently feels protected in his society.
free

By being free, the individual then overcomes _____ and consequently feels protected in his society.
fear

By being free, the individual then overcomes fear and consequently feels protected in his_____.
society

By being free, the individual then overcomes fear and consequently feels _____ in his society.
protected

Communication is very significant and important for the level of _____ required to develop a country.
mobilization

Communication is very significant and important for the level of mobilisation required to develop a_____.
country

The fact that communication is _____ shows how important it is and its significance to human nature.
ubiquitous

_____ is the sharing of experience.
Communication

Communication is the sharing of_____.
experience

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In the Wikipedia Free Encyclopedia, _____is the term used to describe the academic study of the various means by which individuals and entities relay information through mass media to large segments of the population at the same time.
Mass Communication

_____ is usually understood to relate to newspaper and magazine publishing, radio, television and film, as these are used both for disseminating news and for advertising.
Mass Communication

Mass communication is a very complex process, much more complicated than interpersonal communication because_____
every single message sent through mass medium is transmitted through an elaborate system of machines and individuals

Sydney Head (1976) suggests that the term mass communication must imply at least five things:
(a) Relatively large audience
(b) Fairly undifferentiated audience composition
(c) Some form of message reproduction
(d) Rapid distribution and delivery
(e) Low unit cost to the customers

_____ defines Mass communication as the spreading of a message to an extended mass audience through rapid means of reproduction and distribution at a relatively inexpensive cost to the consumer.
Barker (1981)

Barker (1981) defines _____ as the spreading of a message to an extended mass audience through rapid means of reproduction and distribution at a relatively inexpensive cost to the consumer.
Mass communication

Barker (1981) defines Mass communication as the spreading of a message to an extended mass audience through rapid means of reproduction and distribution at a relatively _____ cost to the consumer.
inexpensive

In the opinion of Mehta (1979) _____ is concerned with transmitting information, thoughts and opinions, entertainment, etc. at a time to a large number of audiences of different characteristics.
mass communication

In the opinion of _____ mass communication is concerned with transmitting information, thoughts and opinions, entertainment, etc. at a time to a large number of audiences of different characteristics.
Mehta (1979)

_____ define mass communication as a process of sending a message, thought and attitude through some media to a large number of heterogeneous audiences.
Agee, Ault and Emery (1979)

_____ is a process in which professional communicators design and use intermediary channels (radio, television or newspaper) to disseminate messages quickly at a time to a large number of heterogeneous but widespread and fairly undifferentiated audiences separated from a source by a great distance.
Mass communication

The following characteristics of mass communication distinguish it from other form of communication

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- communication is mostly one way
- audience has great deal of choice
- reach large and vast audiences
- aim messages to attract largest audience possible
- influence society and are, in turn, influenced by society

_____ comprises both technical and institutional methods of production and distribution
Mass communication

_____ involves the "commodification of symbolic forms", as the production of materials relies on its ability to manufacture and sell large quantities of the work.
Mass communication

_____ separates contexts between the production and reception of information
Mass communication

Audience of mass communication message has a great deal of choice of media programmes or channels to view or listen to.
True

Mass communication is mostly a one way communication
True

The audience of mass communication is _____ and lives far apart yet they receive the message at the same time.
heterogeneous

Mass communication message is intended to influence society and the media are in turn expected to be influence by the society.
True

An audience of mass communication message has a great deal of choice.
True

_____ and Television have invaded almost every corner of the country.
Radio

Radio and _____ have invaded almost every corner of the country.
Television

The following are the importance of mass communication
a. national development
b. information dissemination
c. entertainment
d. education
e. socialization
f. behaviour change
g. better standard of living
h. transmission of attitudes
i. job creation

With the advancement in information and communication technology, mass communication has become _____ part of the human life.
inseparable

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People sit glued to watch_____.
television

_____, television, newspaper, movies are used widely as means of mass communication for information.
Radio

Radio, television, _____, movies are used widely as means of mass communication for information.
newspaper

Radio, _____, newspaper, movies are used widely as means of mass communication for information.
television

Radio, television, newspaper, _____are used widely as means of mass communication for information.
movies

Radio, television, newspaper, movies are used widely as means of mass communication for_____.
information

Radio, television, newspaper, movies are used widely as means of _____for information.
mass communication

Today, _____brings people closer by developing common understanding of event or issue.
mass communication

_____ is woven into our day-to-day existence.
Mass communication

Mass communication is woven into our _____ existence.
day-to-day

We use _____to satisfy our need for entertainment or enlightenment.
mass media

We use mass media to satisfy our need for _____ or enlightenment.
entertainment

We use mass media to satisfy our _____ for entertainment or enlightenment.
need

We use mass media to satisfy our need for entertainment or_____.
enlightenment

In more _____ nations, people depend more on mass communication channels for knowledge, entertainment and decision making.
developed

In more developed nations, people depend more on _____channels for knowledge, entertainment and decision making.
mass communication

In more developed nations, people depend more on mass communication channels for_____, entertainment and decision making.

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knowledge

In more developed nations, people depend more on mass communication channels for knowledge, _____ and decision making.
entertainment

In more developed nations, people depend more on mass communication channels for knowledge, entertainment and_____.
decision making

In a _____country like Nigeria, mass communication media is effectively becoming a popular medium for mass education.
multicultural

In a multicultural country like Nigeria, mass communication media is effectively becoming a popular medium for_____.
mass education

Communication with rural people is difficult and challenging_____
as many of them live in inaccessible and isolated villages

Mass communication is important for socialization of people because_____
changes in subtle areas such as the socialization of the individual in regard to knowledge, attitudes, and beliefs can be brought about through mass communication by using media like television and cinema.

Frequent exposure to _____ can create the urge for a higher standard of living.
mass media

Frequent exposure to mass media can create the urge for a higher_____.
standard of living

Frequent exposure to mass media can create the urge for a higher standard of living.
True

Mass communication plays an important role in the transmission of_____, perceptions and beliefs.
attitudes

Mass communication plays an important role in the transmission of attitudes, _____and beliefs.
perceptions

Mass communication plays an important role in the transmission of attitudes, perceptions and_____.
beliefs

Mass media is simply classified into _____ broad groups
two

Mass media is simply classified into two broad groups –_____ and electronic media.
print

Mass media is simply classified into two broad groups – the print and_____ media
electronic

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The _____ media comprise books, pamphlets, newspapers, magazines, etc.
print

The _____ media comprise radio, television, and other mass media that rely on electric power to reach their audience.
electronic

The _____ media are the oldest of all media of mass communication
print

A major disadvantage of the print media is _____ and poverty.
illiteracy

A major disadvantage of the print media is illiteracy and_____.
poverty

All media that depend on electric power to transmit their message to the audience are classified under_____.
electronic media

All media that depend on _____to transmit their message to the audience are classified under electronic media.
electric power

All media that depend on electric power to _____their message to the audience are classified under electronic media.
transmit

All media that depend on electric power to transmit their message to the _____ are classified under electronic media.
audience

Cinema, radio, television, internet, and telephone are examples of_____
electronic media

Most _____ are equipped with internet access and capable of connecting to the web which itself is a mass medium.
cell phones

Most cell phones are equipped with _____ and capable of connecting to the web which itself is a mass medium.
internet access

Most cell phones are equipped with internet access and capable of connecting to the _____which itself is a mass medium.
web

Today, _____are able to tap into satellite, and broadcast commercials and advertisements directly to cell phones, unsolicited by the phone's user.
marketers and advertisers

Today, marketers and advertisers are able to tap into_____, and broadcast commercials and advertisements directly to cell phones, unsolicited by the phone's user.
satellite

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_____ involves communication with mass audiences.
Mass communication

Mass communication involves communication with_____.
mass audiences

The following are the key functions of the mass communication media in Nigeria

- surveillance
- correlation
- entertainment
- transmission of culture
- social mobilization
- validation/status conferral

_____ provide us with an escape from daily routines and problems by entertaining us
Mass media

Media like _____and entertainment-TV keep us up to date on the doings of our favorite celebrities.
soft sale magazines

Media like soft sale magazines and _____ keep us up to date on the doings of our favorite celebrities.
entertainment-TV

_____ is a vehicle to transmit cultural norms, values, rules and habits.
Mass communication media

Mass communication media is a vehicle to transmit_____, values, rules and habits.
cultural norms

Mass communication media is a vehicle to transmit cultural norms, _____, rules and habits.
values

Mass communication media is a vehicle to transmit cultural norms, values,_____.
rules and habits

_____ observed that mass communication functions to validate the status and norms of particular individuals, movements, organizations, or products.
Lazarsfeld and Merton (1971)

The _____ of particular people or groups serves to enforce social norms.
validation

The _____ validate particular cultural norms while diminishing differences and variations from those norms.
media

A major criticism against mass communication media is that _____
they only tell people half-truths

Perhaps the most commonly leveled charge against media is_____
their chronic approach to sensationalize matters of routine life

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Media _____ at times is too clear to be ignored.
bias

Media bias at times is too clear to be ignored.
True

_____ at times is too clear to be ignored.
Media bias

_____ is sometimes visible on regional, ethnic and linguistic grounds, only damaging a society rather than bringing people closer.
Media bias

_____ revealing a true fact in an ugly manner leave a bad taste in the mouth of many.
Photos

The _____ are the vehicle through which we inform, explain, and win support for a cause, program or event.
mass media

The major criticisms against the media include_____
concealing more than it reveals, exaggeration, sensationalization, bias, unethical representation and promoting cultural imperialism

Generally speaking, the term _____ is a multifaceted term.
theory

A _____is a general law that states the relationship between two or more variables.
theory

A _____ is a proposition that explains what happens between variables.
theory

A _____ is a statement that purports to account for or characterize some phenomena
theory

A theory is a provisional explanatory proposition, or set of propositions, concerning some natural phenomena and consisting of symbolic representations of
a. the observed relationships among (measured) events
b. the mechanisms or structures presumed to underlie such relationships, or
c. (any) observed data in the absence of any direct empirical manifestation of the relationships"

A _____is a set of interrelated constructs (concepts), definitions, and propositions that present a systematic view of phenomena by specifying relations among variables, with the purpose of explaining and predicting the phenomena
theory

The following list of attributes is what communication scholars look out for in good theories.

- explanatory power
- predictive power
- parsimony
- internal consistence
- heuristic provocativeness
- durability

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A good theory should be able to _____ events.
predict

Simple theories are usually preferred to complex ones.
True

_____ say that theories allow us to impose order on naturally unordered experiences.
Fawcett and Downs (1992)

An _____ is anything about the world which strikes us as odd or otherwise in need of explanation
empirical problem

_____ exists when a particular theory exhibits inconsistencies that need to be clarified
Conceptual problem

_____ is a set of constructs linked together, relational statements consistent with each other and that explain what happens in communication.
Communication theory

Theories are very important in communication because_____
they are the foundation stones on which the practice of communication operates

_____ is anything we can observe directly through our senses or indirectly through our mind.
Phenomenon

A_____, precisely put, is a THING.
phenomenon

A phenomenon, precisely put, is _____.
a thing

Okenwa (2002) sets out a definitive understanding of theories of mass communication in which some germane statements stand out quite distinctly:

- No theory presents a complete picture of the realities in communication situations.
- No theory is totally independent; there is always a link between and among the various mass communication theories.
- No theory is an end in itself

According to the social psychologist_____, "there is nothing as practical as a good theory"
Kurt Lewin (1958)

According to_____, good theories help us to put facts in their basic understandable forms (i.e. their real perspectives) and also to predict events even before they occur.
Kurt Lewin (1958)

_____ stated that most mass communication theories examine various aspects of the communication phenomena with the purpose of helping to enhance the understanding of mass communication situations.
Okenwa

The following are the limitation of mass communication theory effects

- mass communication as a younger discipline
- impact of messages
- concept of media world

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Mass communication theories enable us to understand the behaviour of the mass audience.
True

_____ model finds relevance in a general believe that the mass media have the capacity to influence people's thoughts, behaviour and action.
The powerful effects model

_____ says that the mass media are believed to have powerful and direct effects on people.
Okunna (1999)

_____ simply is a pattern, model or an example of something.
Paradigm

_____ describes paradigm as the model that scientists hold about a particular area of knowledge.
Kuhn (1996)

Kuhn (1996) describes _____ as the model that scientists hold about a particular area of knowledge.
paradigm

In _____ paradigms, communications is essentially seen as stories.
narrative

The Narrative Paradigm was proposed by_____.
Walter Fisher

_____ defined Coherence as the degree to which a story makes sense structurally.
Fisher

Fisher defined _____ as the degree to which a story makes sense structurally.
Coherence

_____ is concerned with whether or not the story is true.
Narrative fidelity

Fisher establishes _____ criteria that affect a story's narrative fidelity
five

_____ offers a humanistic model of communication in that individuals take sometimes complex information and transform it into narratives.
Fisher

According to Okenwa (2002), _____ is simply the transmission of information and ideas to a largely dispersed, heterogeneous audience simultaneously.
mass communication

_____ explained that all audiences have their own opinions and these are based on cultural backgrounds and the ability of humans to select, compare and discuss opinions with others.
Flower (2008)

_____ are basically a product.
Media

Media are basically a_____.
product

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The following are the characteristics of mass communication audience

- anonymous audience
- heterogeneous audience
- large audience
- scattered audience
- active audience

The mass media communicators communicate to unspecified audience.
True

The audience of mass communication message has diverse backgrounds.
True

_____ stated that mass communication is simply the transmission of information and ideas to a largely dispersed heterogeneous audience simultaneously
Okenwa

NTA prides itself as Africa's largest television network because of_____
it capacity to reach the largest number of viewers simultaneously

_____ prides itself as Africa's largest television network because of it capacity to reach the largest number of viewers simultaneously.
NTA

The _____ is an example of Limited Effects Theories of mass communication.
Dissonance Theory

The _____view individual as capable of either to accept or reject mass media messages or information owing to degree of consistency to already-held beliefs, interest or values.
Dissonance Theory

In_____ view, the selective process helps media content consumers to cope with media impact.
Klapper's (1960)

The _____ is premised on the assumption that no two individuals are exactly the same.
Individual Differences Theory

Bittner (1989) in Okunna (1999) explain that one reason why mass media messages cannot have the same (uniform) effect on all members of mass media audience is because_____
there are individual differences in personality characteristics among such members

Okenwa (2002) explains that the Individual Difference Theory implies that_____
mass media messages contain stimulus attributes that interact with specific personality characteristics of the audience, which in turn, create differing responses to the communication message

_____ expresses individual preference for certain medium or media messages base on his felt needs, interest or beliefs.
Selective exposure

No two individuals share same meaning for the same message.
True

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_____ is rooted in the capacity of members of mass media audience to retain or discard mass media messages or information.
Selective retention

A good example of Mass Society theory is_____
Hypodermic Needle Theory or Magic Bullet Theory

The _____ argues that when confronted by new or conflicting information, people experience a kind of mental discomfort, a dissonance.
Dissonance Theory

_____ is the process by which people expose themselves to messages that are only consistent with their existing attitudes and beliefs.
Selective exposure

_____ assumes that people remember best and longest those messages that are consistent with their pre-existing attitudes and beliefs.
Selective retention

_____ predicts that people will interpret messages in a manner consistent with their preexisting attitudes and beliefs.
Selective perception

The _____ argues that, instead of persuading or converting members of the audience, mass communication merely reinforces or strengthens existing attitudes and behaviour.
Reinforcement Theory

The _____ claimed that media do not do things to people, but that rather people do things with media
Uses and Gratification Approach

The _____ argues that media may not tell us what to think, but the media certainly tells us what to think about
Agenda Setting Theory

The _____ argues that people learn through observation (imitation and identification)
Social Cognitive Theory

_____ thinking argues that people give things meaning, and that meaning controls their behaviour
Symbolic interactionism

_____ argues that people who share a culture also share 'an ongoing correspondence' of meaning.
Social Construction of Reality

_____ describe the way an ideal media system should be controlled and operated by the government, authority, leader and public.
Normative theories

_____ are theories that express how the mass media "ought to or can be expected to operate under a prevailing set of conditions and values".
Overview of Normative Theory

The six theories of the press are called_____
Normative

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Democratic Participant Media Theory and the Development Media Theory adapted by Dennis McQuail in_____.
1987

_____ theory which was developed in the 16th and 17th century Europe (England) stemmed from the absolute power of the monarch.
The Authoritarian Media Theory

The Authoritarian Media Theory promotes a _____ approach.
top-down-flow

The _____system controls the media through repressive press laws and decrees proscriptions, heavy taxation, subtle influence on the form and content of media organizations etc
authoritarian

The exponents of The Authoritarian Media Theory are_____
Hegel, Hobbes, and Machiavelli

The Libertarian Media Theory originated in England in the _____ century and spread to America.
17th

The _____ advocates that people should be left free and given access to all types of ideas from which they should freely choose.
Libertarian Theory

The Soviet Communist Media theory originated in the _____ century
20th

The Soviet Communist Media theory is a modification of the_____.
Authoritarian Theory

The purpose of the press under The Soviet Communist Media theory is to_____
support the Marxist (socialist) system and ensure the sovereignty of the Proletariat (working class) through the Communist Party

The media cannot criticize party objectives.
True

Social Responsibility Media Theory arose in the mid _____century in United States of America.
20th

_____ insists that the bureaucratic bottlenecks as well as emphasis on professional control in the media system should be de-emphasized.
The Democratic - Participant Media Theory

_____ is a reaction against the commercialization and monopolization of privately owned media.
The Democratic - Participant Media Theory

_____ theory tries to explain the normative behaviour of the press in the so-called "developing countries" or Third World Countries".
The Development Media Theory

_____theory is not easy to identify in any particular country because it show levels of inconsistencies in economic and political conditions.

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The Development Media Theory

The _____ simply refer to the complex of social, political and philosophical principles about the relationship between media and society.
Normative Media Theory

The focus of the _____ is on how public opinion is formed.
spiral of silence theory

_____ theory explains why people often feel the need to conceal their opinions, preference or views etc, especially when they fall within the minority of a group.
Spiral of Silence Theory

_____ proposed Spiral of Silence Theory as an attempt to explain in part how public opinion is formed.
Elisabeth Noelle-Neumann

The _____ focuses on how knowledge is distributed in the society and the mass media role in the distribution.
Knowledge Gap Theory

The _____ posits that the more a person depends on the mass media for self fulfillment, the more important the media will be to that person, and therefore the more effects media will have on a person.
Media Dependency Theory

According to Ball-Rokeach and DeFleur (1976), three media needs determine how important media is to a person at any given moment:

- The need to understand one's social world (surveillance)
- The need to act meaningfully and effectively in that world (social utility)
- The need to escape from that world when tensions are high (fantasy-escape)

Baran and Davis identify four primary criticisms of dependency theory:

- Variability in micro level and macro level measurement makes between-study comparability problematic.
- The theory is often difficult to empirically verify.
- The meaning and power of dependency is sometimes unclear.
- The DependencyTheory lacks power in explaining long-term effects.

The Dependency Theory was originally proposed by_____
Sandra Ball-Rokeach and Melvin DeFleur

_____focuses on the effects of the modernization process on the societies or human communication.
The Modernization Theory

Which theory explains the changing ways of communication and media use in traditional and (post)modern societies?
The Modernization Theory

_____ is an attempt to identify the social variables which contribute to social progress and development of societies, and seeks to explain the process of social evolution.
The Modernization Theory

The Modernization Theory has evolved in _____waves:
three

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According to McQuail (2000), the first wave of modernization theory (1950s to 1960s) produced three variants:
1. Economic development: mass media promote the global diffusion of many technical and social innovations that are essential to modernization (Rogers, 1962).
2. Literacy and cultural development: mass media can teach literacy and other essential skills and techniques.
3. National identity development: mass media could support national identities in new nations (colonies) and support attention to democratic policies (elections).

The _____ explains how ideas are spread.
Diffusion of Innovation (Multiple Step Flow Theory)

According to Rogers (1996), _____ refers to "the process by which an innovation is communicated through certain channels over time among the members of a social system.
diffusion

_____ is an idea, practice or object perceived as new by an individual or other unit of adoption.
An Innovation

Greg (2003), in his review of Rogers book _____, observed that successful efforts to diffuse an innovation depend on characteristics of the situation.
Diffusion of Innovation

_____ are individuals who provide advice and information about an innovation to members of the social.
Opinion leaders

_____ are at the center of the communication network and reach a large number of people via the interconnected flow of information.
Opinion leaders

The _____ explains how television shapes concepts of social reality.
Cultivation Theory

The _____ focuses on division of man's activities.
Play Theory

The basic assumption of the _____ is that people are divided into work and play.
Play Theory

In_____, Stephenson published the Play Theory of Mass Communication
1967

The _____ view mass media as of the 'mirror' of the society.
Reflective Projective Theory

The _____ focuses on the characteristics of each medium (or of each type of medium) that make it physically, socially, and psychologically different from other media.
Medium Theory

The _____ examines how communications through a particular medium or type of medium compare and contrast with face-to-face interaction.
Medium Theory

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_____ analyzes differences among communication environments.
Medium theory

_____ challenged conventional definitions when he claimed that the medium is the message.
McLuhan (1964)

_____ viewed every new form of media innovation to be an extension of some human faculty.
McLuhan

McLuhan viewed every new form of media _____ to be an extension of some human faculty.
innovation

The _____ examines the relationship between human senses that are required to use a medium and the structure of the medium itself.
medium theory

Who argued that the media are not simply channels for transmitting information between two or more environments, but are themselves distinct social-psychological settings or environments that encourage certain types of interaction and discourage others?
McLuhan

The _____is based on the Contingency Theory and Information Processing Theory
Media Richness Theory

The _____ explains the inter-relationships among competing cognitions (beliefs, opinion, attitudes, values and ideas).
Cognitive Dissonance Theory

_____ applies to all situations involving attitude formation or change, but more relevant in decision making and problem solving.
Cognitive Dissonance Theory

The _____ states that there is a tendency for individuals to seek consistency among their cognitions (i.e., beliefs, opinions).
Cognitive Dissonance Theory

There are _____ways to eliminate dissonance
three

The following are the ways to eliminate dissonance

- Reducing the importance of the dissonant beliefs
- Adding more consonant beliefs that outweigh the dissonant beliefs
- Changing the dissonant beliefs so that they are no longer inconsistent

_____ is frequent in situations where an individual must choose between two incompatible beliefs or actions.
Dissonance

_____ results when an individual must choose between attitudes and behaviour that are contradictory.
Dissonance

_____ can be eliminated by reducing the importance of the conflicting beliefs, acquiring new beliefs that change the balance, or removing the conflicting attitude or behavior.

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Dissonance

The _____ focuses on the cognitive and motivational basis of intergroup differentiation.
Social Identity Theory

Which theory was originally developed to explain the psychological basis of intergroup discrimination?
Social Identity Theory

_____ is a person's sense of who they are based on their group membership(s).
Social identity

_____ give us a sense of social identity
Groups

Groups give us a sense of _____
social identity

_____ argued that people build their own identities from their group memberships.
Tajfel

Simply, the nature of your group memberships defines your_____.
identity

_____ holds that without self esteem and the positive aspects that it brings into a person's life, a person feels alone and this isolation causes deep anxiety.
Posten (1998)

The _____ focuses on awareness of an interaction partner.
Social Presence Theory

Which theory measures communication media based on the degree of awareness of the other person in a communication interaction?
The Social Presence Theory

Social presence is a concept that has its base in the_____.
telecommunications literature

_____ is a concept that has its base in the telecommunications literature.
Social presence

Gunawardena & Zittle, (1997), John Short, Ederyn Williams, and Bruce Christie in _____ developed social presence theory
1976

_____ is defined as the degree of salience of the other person in the interaction and the consequent salience of the interpersonal relationships
social presence

By _____is meant a communicator's sense of awareness of the presence of an interaction partner.
social presence

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_____ is the degree to which a person is perceived as a "real person" in mediated communication" and asserted that social presence can be "cultured" among participants in teleconferences and computer-mediated communication.
social presence

The _____ focuses on the exchange of assistance through social relationships.
Social Support Theory

_____ is a multi-faceted concept that has been difficult to conceptualize, define and measure.
Social support

_____ explains that social networks are closely related to social support.
Cassel (1976)

_____ and_____ are concepts that describe the structure, processes and functions of social relationships.
Social Support and Social Networks

_____ can be seen as the web of social relationships that surround individuals.
Social networks

The _____ hypothesizes that social support can serve to protect individuals against the negative effects of stressors (e.g. HIV infection), such as discrimination, by leading them to interpret stressful occasions less negatively.
Social Support Theory

The _____ focuses on reaction against the powerful effects of the media.
Social Category Theory

The _____ assumes that people's reaction to mass media messages is modified by their informal social relationships with significant others – relations, friends, social groups etc.
Social Relationship Theory

The _____ focuses on the influence of media messages.
Two-Step Flow Theory

Which theory asserts that information from the media moves in two distinct stages?
Two-Step Flow Theory

The term _____'was coined to refer to the process intervening between the media's direct message and the audience's ultimate reaction to that message.
personal influence
_____ are quite influential in getting people to change their attitudes and behaviors and are quite similar to those they influence.
Opinion leaders

The _____ has improved our understanding of how the mass media influence decision making.
Two-step Flow Theory

The _____ refined the ability to predict the influence of media messages on audience behavior, and it helped explain why certain media campaigns may have failed to alter audience attitudes and behaviour.
Two-step Flow Theory

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The _____ focuses on the explanation of behavioural patterns.
Social Cognitive Theory

Which theory explains how people acquire and maintain certain behavioral patterns, while also providing the basis for intervention strategies?
Social Cognitive Theory

Evaluating behavioural change depends on _____ factors
three

Evaluating behavioural change depends on three factors;_____, people and behavior.
environment

Evaluating behavioural change depends on three factors; environment, _____ and behavior.
people

Evaluating behavioural change depends on three factors; environment, people and_____.
behavior

_____ refers to the factors that can affect a person‘s behavior.
Environment

There are _____ and physical environments.
social

There are social and _____environments.
physical

_____ include family members, friends and colleagues.
Social environment

_____ is the size of a room, the ambient temperature or the availability of certain foods.
Physical environment

_____ and situation provide the framework for understanding behavior
Environment

Environment and _____ provide the framework for understanding behavior
situation

The _____ refers to the cognitive or mental representations of the environment that may affect a person‘s behavior.
situation

The _____ is a person‘s perception of the lace, time, physical features and activity
situation

The three factors _____, _____ and_____ are constantly influencing each other.
environment, people and behaviour

_____ is not simply the result of the environment and the person, just as the environment is not simply the result of the person and behavior
Behavior

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The _____ provides models for behaviour.
environment

The environment provides models for_____.
behaviour

In_____, Miller and Dollard proposed the theory of social learning.
1941

In _____ Bandura and Walters broadened the social learning theory with the principles of observational learning and vicarious reinforcement.
1963

Bandura provided his concept of self-efficacy in _____
1977

_____ provides a framework for designing, implementing and evaluating programs.
Social Cognitive Theory

The _____ focuses on the direct influence via mass media.
Hypodermic Needle Theory

The _____ theory states that mass media had a direct, immediate and powerful effect on its audiences.
Hypodermic Needle Theory

Which theory assumes that the mass media message could reach a very large group of people directly and uniformly to influence change in thought, attitude and behaviour?
Hypodermic Needle Theory

Hypodermic Needle Theory is also known as the _____
Bullet Theory

_____ focuses on average people lack of understanding of their world and inability to make coherent assessment of their actions.
Lippmann's Theory of Public Opinion Formation

_____ theory explains that people do not know the world directly, but only as a "picture in their heads"; consequently, they responded to a "pseudo-environment" in their political judgments.
Lippmann's Theory of Public Opinion Formation

_____ focuses on the Western media domination of global mass communication.
Cultural Imperialism Theory

Which theory states that Western nations dominate the media around the world which in return has a powerful effect on Third World Cultures by imposing on them Western views and therefore destroying their native cultures?
Cultural Imperialism Theory

The Cultural Imperialism Theory was developed in _____ by Herb Schiller
1973

The Cultural Imperialism Theory was developed in 1973 by_____
Herb Schiller

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_____ assumes that humans do not have the free will to chose how they feel, act, think, and live.
The Cultural Imperialism Theory

The _____ focuses on mass media propaganda effects.
Lasswell Propaganda Theory

Which theory states that mediated propaganda conditioned the audience slowly over time?
Lasswell Propaganda Theory

_____ observed that the worldwide economic depression and political strife had made people particularly vulnerable to propaganda convey through mass media message.
Lasswell (1971)

The _____ focuses on media regulation of information flow.
Media Gate Keeping Theory

The term gate keeping was coined by an Austrian Psychologist _____in 1947.
Kurt Lewin

The term gate keeping was coined by an Austrian Psychologist Kurt Lewin in_____.
1947

David Mann White suggested having selection process in Newspapers in_____.
1950

The _____ focuses on how the mass media decide where people think about.
Framing Theory

Baran and Davis (2009) explains that the _____ examines the idea about how people use expectations to make sense of everyday life.
Framing Theory

The basis of the Framing Theory is that_____
the media focuses attention on certain events and then places them within a field of meaning

Which theory assumes that the mass media draw the public attention to certain topics, it decides where people think about; the journalists select the topics?
Framing Theory

A _____ refers to the way mass media and media gatekeepers organize and present the events and issues they cover, and the way audiences interpret what they are provided.
frame

_____ are abstract notions that serve to organize or structure social meanings.
Frames

_____ influence the perception of the news on the audience,
Frames

The _____ refers to not only how the audience is influenced and interprets what is presented to them by the media, but also refers to the media's ability to persuade its audiences to accept one meaning of a concept over another.
framing theory

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The _____ focuses on Media effects.
Priming Theory

Which theory states that media images stimulate related thoughts in the minds of audience members?
Priming Theory

_____ refers to the ability of the media to control the interpretation of new information by feeding the public prior information.
Priming Theory

_____ refers to changes in the standards that people use to make political evaluations
Priming

People buy a certain product because of_____
the appealing commercial on television

People conform to the latest fashion trends because of_____
the models and endorsers on the magazines

People vote for a certain politician because of_____
constant release of propaganda through news

The _____ provides an alternative explanation for cognitive dissonance effects.
Self-Perception Theory

Which theory suggests that people develop their own attitudes, opinions, and other internal states partly by observing their behavior and concluding what attitudes that must have caused them?
Self-Perception Theory

_____, a social psychologist developed Self-Perception Theory in 1967
Daryl J. Bem

Daryl J. Bem, a social psychologist developed Self-Perception Theory in_____
1967

_____ in media pertains to how learning can be facilitated by mere observation of what's being presented through media.
Social Learning Theory

_____ involves how behaviours and attitudes can be modeled merely by observing the behaviours and attitudes of others.
social learning

Social learning is also called _____
observational learning

Bandura preformed an experiment called _____ involving having children observe adults displaying aggressive behaviour toward a doll named Bobo.
Bobo Doll Experiment

Social Learning Theory in media and the Bobo experiment correspond to each other in significant ways.
True

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The _____ focuses on how mass communication media effect behaviour.
Reinforcement Theory

Which theory states that people seek out and remember information that provides cognitive support for their pre-existing attitudes and beliefs?
Reinforcement Theory

Who argued that the internal needs and drives of individuals can be ignored because people learn to exhibit certain behaviour based on what happens to them as a result of their behaviour?
B. F. Skinner

The _____ focuses on how children view fantasy and reality.
Linkage Theory

Which theory explains that people (particularly children) always assume a link between mass mediated fantasy and concrete reality?
Linkage Theory

The Catharsis Theory also known as the _____
Sublimation Theory

The _____ focuses on the use of violent mass mediated content as an alternatives for aggressive thought and feelings.
Catharsis Theory

_____ have long been held to be an unlikely explanation of television effects.
Catharsis effects

The _____ has played an important role in the discussion about the effects of violence in the mass media for many years.
Catharsis Theory

Which theory states that viewing violence is sufficient to purge or at least satisfy a person's aggressive drive and, therefore, reduce the likelihood of aggressive behaviour?
Catharsis Theory

The purpose of the Aggressive Cue Theory is to _____
explain and determine what variables should be taken into consideration when trying to figure out why people act out aggressively or a direct or indirect consequence of mass mediated violence

The _____ could be utilized to help minimize aggression acts that lead to violent crimes.
Aggressive Cue Theory

The _____ assumption is that people who expose themselves to mass media violence exhibit higher levels of aggression.
first

The _____ assumption is that people behave aggressively because of their emotional state or state of frustration they are experiencing at the moment and not really as a direct response to mass mediated violence.
second

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The _____ assumption is that people can take up to violent behaviour because they feel the act is justified.
third

_____ explains that a stimulus does not directly produce aggressive behavior but that it actually prepares you for aggressive action.
Berkwitz (2006)

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