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# **News Gathering and Reporting**

## *Mass Communications Theories*

*The following are some of the most well-known mass communications theories:*

### **Hypodermic needle/magic bullet**

- Harold Lasswell, 1927
- Mass media have a direct, immediate and powerful effect on their audiences.

### **Gatekeeping**

- Kurt Lewin, 1947
- Ideas and information are filtered through the media before they reach the audience.

### **Media effects**

- Marshall McLuhan, 1964
- The medium is the message.

### **Agenda setting**

- Maxwell McCombs & Donald Shaw, 1972
- The news media don't tell us what to think, but what to think about.

### **Symbolic interactionism**

- George Herbert Mead, 1972
- People's selves are socially constructed through "others" such as the media.

### **Uses and gratifications**

- Jay Blumler and Elihu Katz, 1974
- Media users play an active role in choosing their media. They make these choices based on what role is fulfilled by the individual media exposure.

### **Cultivation**

- George Gerbner, 1976
- Television is creating a mediated reality that effects people's attitudes and behaviors.

### **Media dependency**

- Sandra Ball-Rokeach and Melvin DeFleur, 1976
- The more dependent an individual is on the media for having personal needs fulfilled, the more important the media will be to that person.

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### **Spiral of silence**

- Elizabeth Noelle-Neuwmann, 1980
- People will conceal their views when they are in the minority.

### **Diffusion of innovations**

- E.M. Rogers (1995)
- The media and interpersonal contacts provide information and influence people's opinions and judgments.