

Patrician College of Arts and Science

Department of Electronic Media

Media, Culture and Society

SAY6B

EVEN Semester

Presented by
Parimala.S



Cultivation theory

- The cultivation theory was proposed by George Gerbner.
- It is one of the core theories of media effects.
- According to the theory, people who watch television frequently are more likely to be influenced by the messages from the world of television.
- The influence goes to such an extent that their world view and perceptions start reflecting what they repeatedly see and hear on television.
- Television is, therefore, considered to contribute independently to the way people perceive social reality.

- The theory argues that the media generally presents an image of the world that does not reflect reality.
- Television images are an exaggeration or fantasy of what actually exists.
- There is a disproportionate number of handsome gentlemen, beautiful women, crime, wealth and violence.
- As a result, people end up perceiving the real world in a distorted manner and viewing actuality through a 'television perspective.'

- Concepts in **Cultivation Theory**
- The **more** someone watches television, the **more** he/she is influenced by media.
- People who watch television **for less than 4 hours** a day are **light viewers**.
- And, people who watch television **for 4 or more hours** a day are **heavy viewers**.

- **Cultivation theory** states that high frequency **viewers** of television are more susceptible to media messages and the belief that they are real and valid.
- **Heavy viewers** of TV are thought to be 'cultivating' attitudes that seem to believe that the world created by television is an accurate depiction of the real world.

- The cultivation theory has been widely used in the study of violence in television.
- The theory has been used to explain how children who watch violent cartoons become violent themselves.
- Repeated exposure to violence on television reinforces existing beliefs that the world is a dangerous and unsafe place.
- Exposure to television further strengthens the position that acts of violence are a natural response to situations of conflict.
- Over the years, research in the field has diversified and today, cultivation theory is applied to studies on health, religion, sex roles, political orientations, etc.



Agenda setting theory

- Agenda-setting theory describes the "ability (of the news media) to influence the importance placed on the topics of the public agenda".
- Agenda-setting theory was formally developed by Max McCombs and Donald Shaw in a study on the 1968 American presidential election.
- Agenda setting is a social science theory; it also attempts to make predictions.
- The theory also suggests that media has a great influence to their audience by instilling what they should think instead of what they think.
- That is, if a news item is covered frequently and prominently, the audience will regard the issue as more important.

AGENDA SETTING FUNCTION THEORY



- **These are the levels of agenda setting theory:**
- **First Level:**
- The first level is usually used by the researchers to study media uses and its objectives or the influences that media creates on people and the most proximal thought that people will have on the exposure to the information given by media house.
- **Second level:**
- At the second level, the media focuses on how people should think about the nature of the issues. Thus, sensationalization of news reports may happen to bring in the interest of the audience. In fact, media wants to grab attention and implant thoughts in people minds about some serious issues. That's why media turn certain issues viral.

- **Priming**
- The responsibility of the media in proposing the values and standards through which the objects gain a certain amount of attention can be judged. The media's content will provide a sufficient amount of time and space to certain issues, making it more vivid.
- In simple words, the media gives the utmost importance to a certain event such that it gives people the impression that that particular news is the most important one.

- Framing
- Framing is a process of selective control. It has two meanings.
- The way in which news content is typically shaped and contextualized within the same frame of reference.
- Audience adopts the frames of reference and to see the world in a similar way. This is how people attach importance to a piece of news and perceive its context within which an issue is viewed.
- Framing deals with how people attach importance to certain news. For example, in the case of an attack, defeat, win and loss, the media frames the news in such a way that people perceive from a different angle.



Thank you

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