

Patrician College of Arts and Science

Department of Visual
Communication
Subject : MEDIA CULTURE AND SOCIETY

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SAX5A

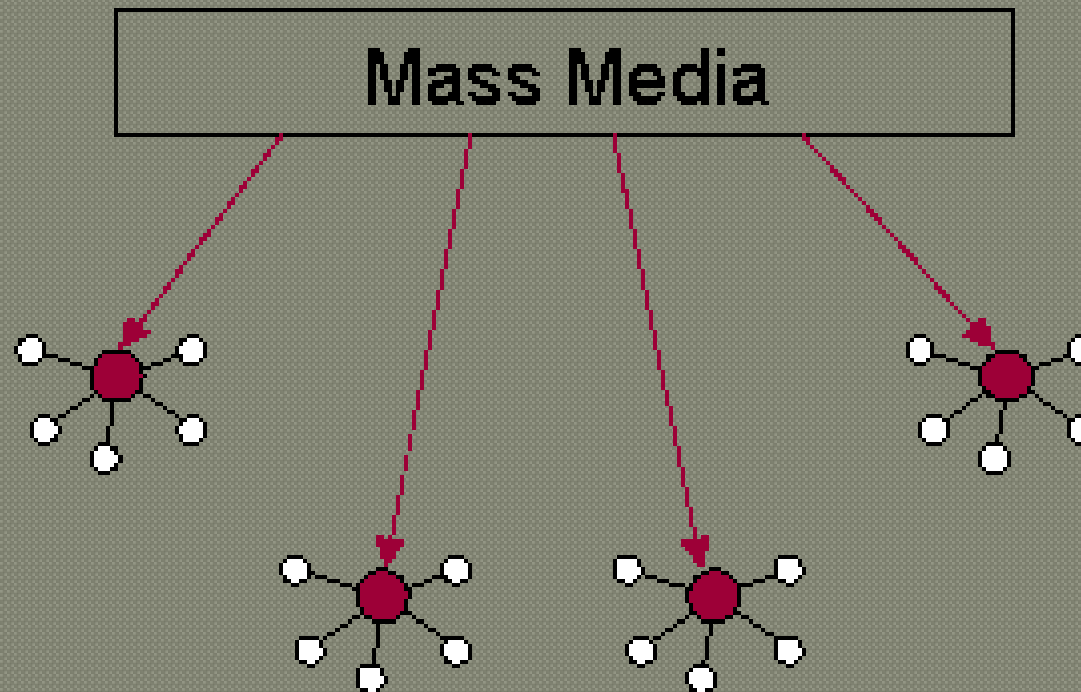
Odd Semester

Presented By:
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TWO-STEP FLOW THEORY

Two Step Flow Model (Katz & Lazarsfeld, 1955)



● = Opinion leader

□ = Individual in social contact with
an opinion leader

- Its our response to the media, mediated through social relationship.
- its about how key people effect other peoples opinion.
 - It's the 'peoples choice'
 - They expected result was mass medias messages would have a direct influence on votes.
 - It's the use of informal and personal contact.

- The Two-Step Flow Theory claims that the information we receive from the mass media moves in two stages.

Firstly, individuals:- the **opinion leaders**, who take into account the media and the messages and receives the information it is outputting.

There are opinion leaders in all groups, whether that be occupational, social, community or otherwise. The leadership may change from time to time and are dependant on the issue but they are the most influential when interest is shared by the group

There are two types of opinion leaders. The first being **monomorphic**, meaning they are only influential on one topic and the other, **polymorphic** which means the leader is influential on a variety of topics.

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- ② 2. These opinion leader will then pass their own interpretations of the information as well as the actual content the media put out, to **opinion receivers/seekers**



Thank you

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