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# **Media Effects, Models and Public Opinion**

# Communication Model

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- All communication is surrounded by **noise**.
- Originates with a **source**...
- ...who sends a **message**...
- ...using a **medium**...
- ...to a **receiver**...
- ...who provides **feedback** to the source.

# The Magic Bullet Theory

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**Mass Media**

**Public**

# The Magic Bullet Theory

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**Mass Media**



**Public**

# Two-Step Theory of Mass Communications

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Mass Media

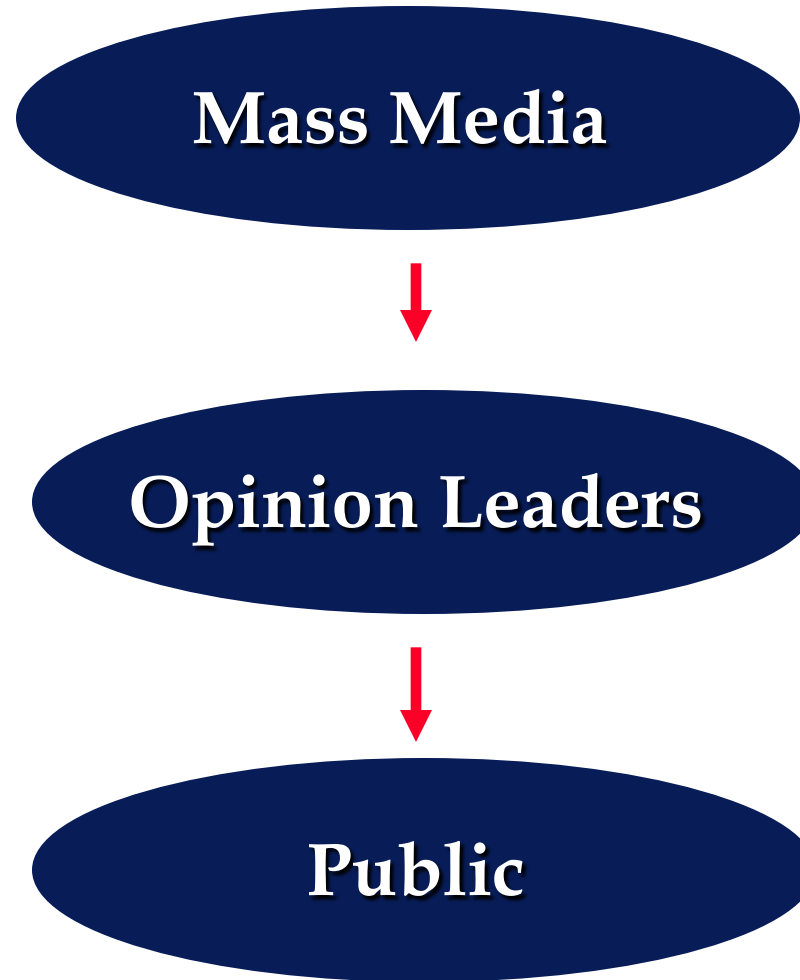


Opinion Leaders

Public

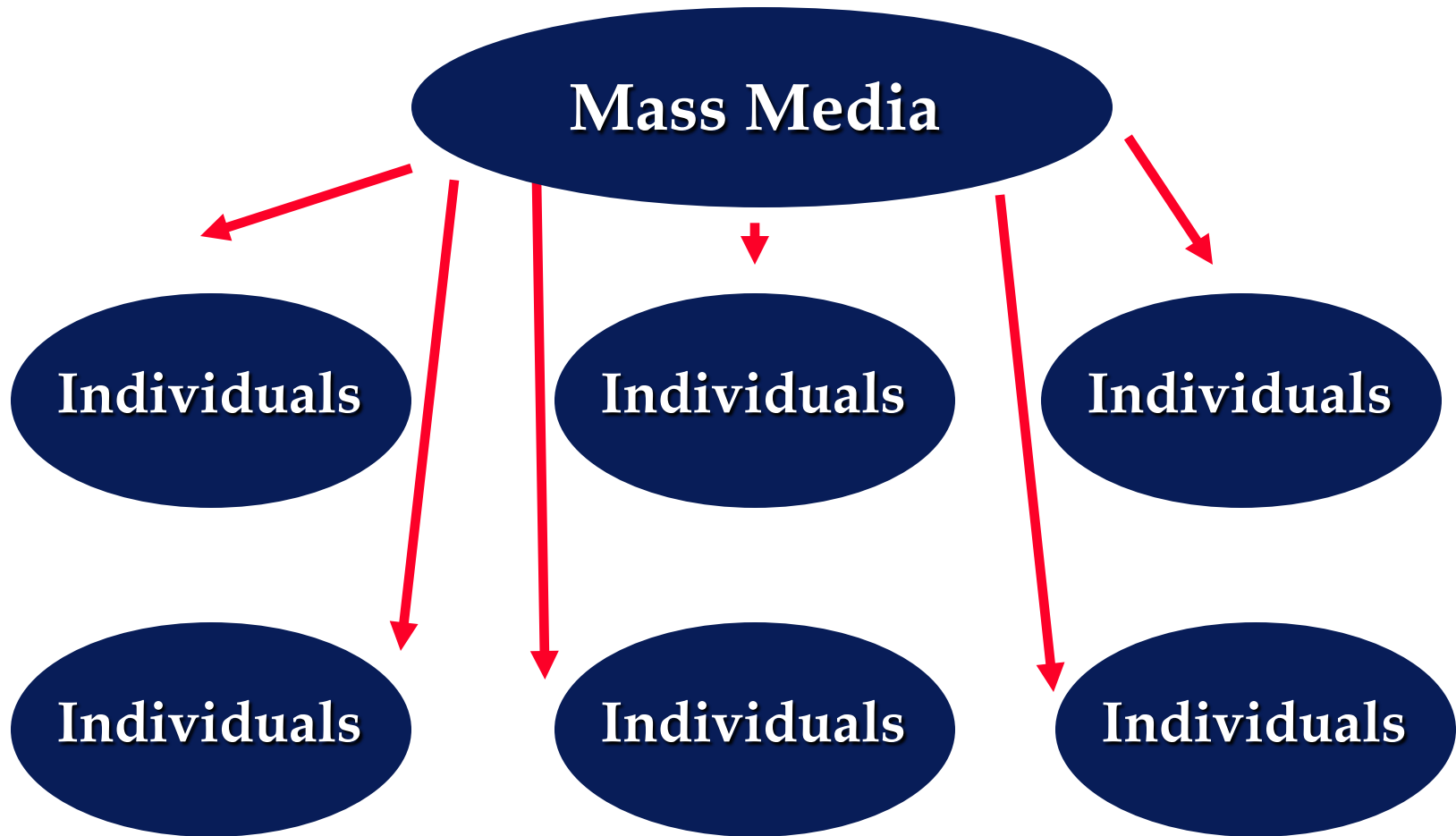
# Two-Step Theory of Mass Communications

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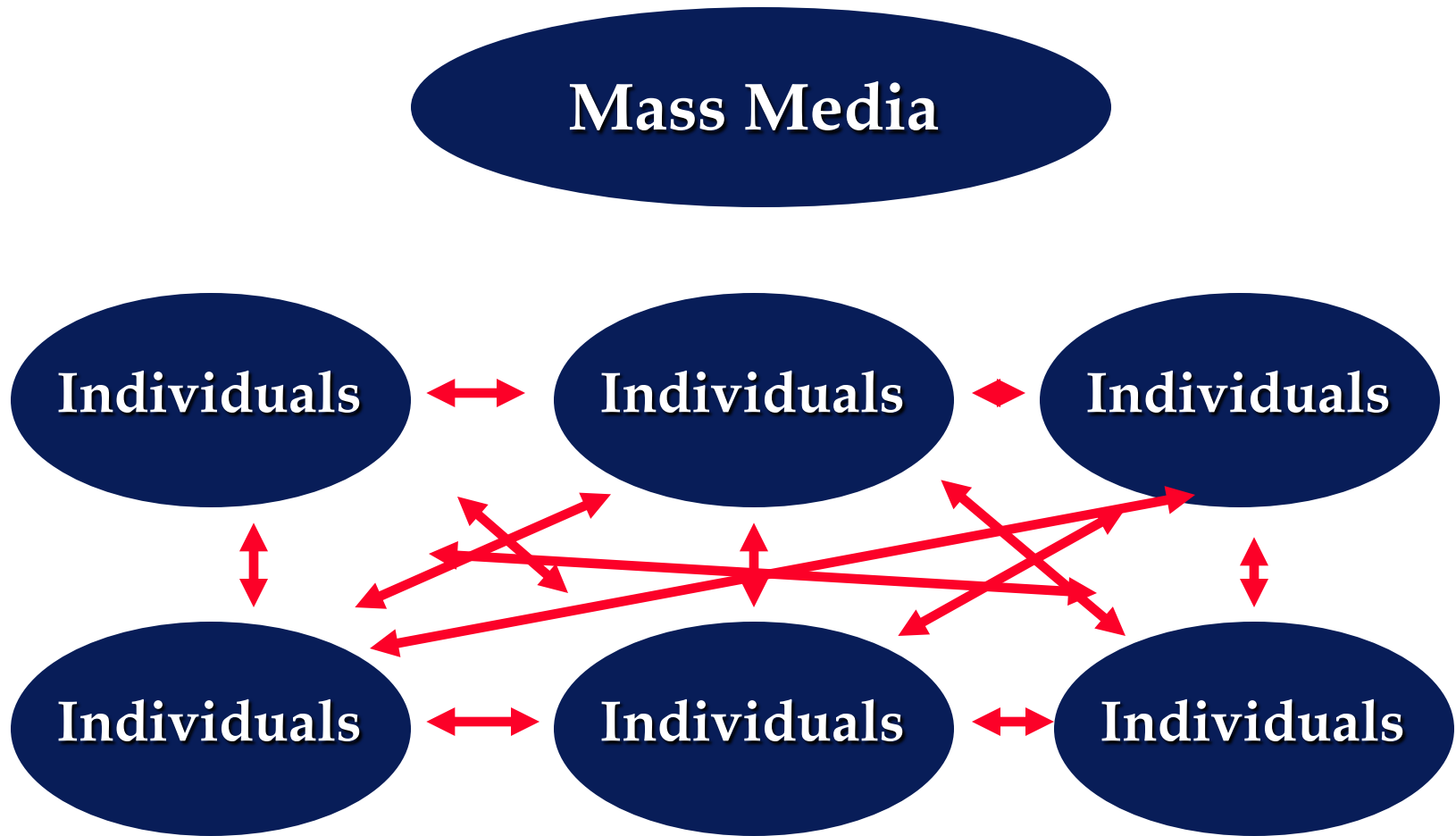


# The Diffusion Theory

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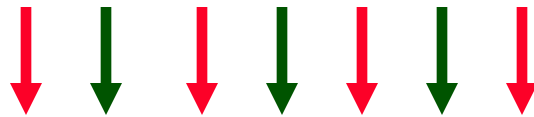
# The Diffusion Theory





# The Agenda-Setting Hypothesis

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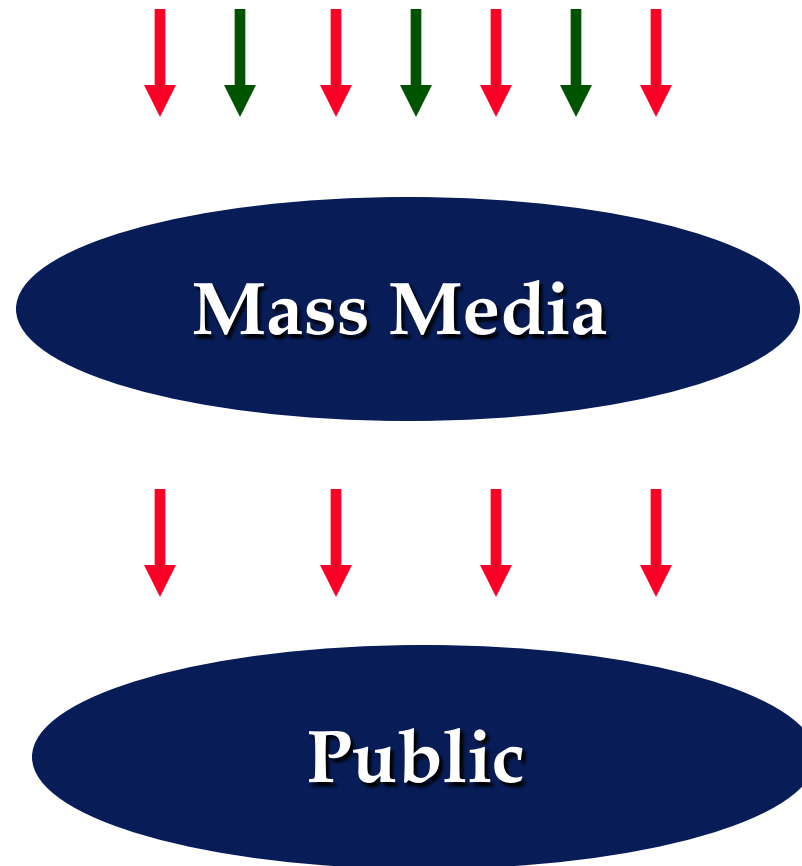


**Mass Media**

**Public**

# The Agenda-Setting Hypothesis

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# Uses and Gratifications Theory

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Mass Media



Public

Message  
blocked

# Uses and Gratifications Theory

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Mass Media

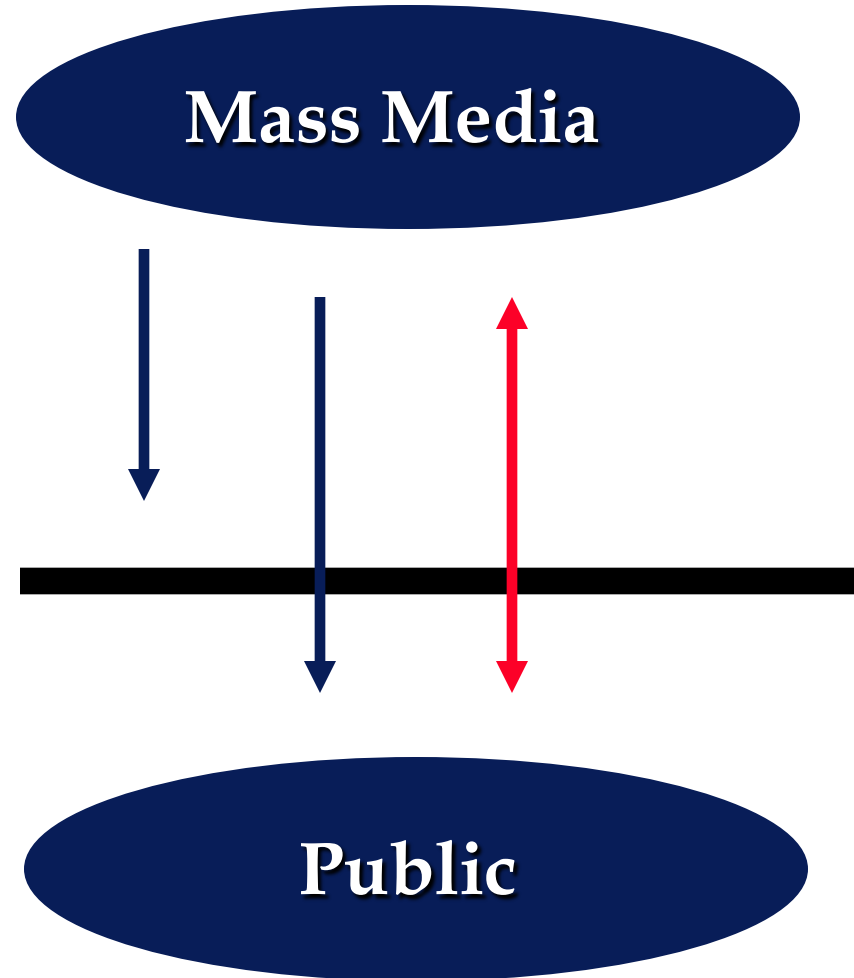
Message  
received



Public

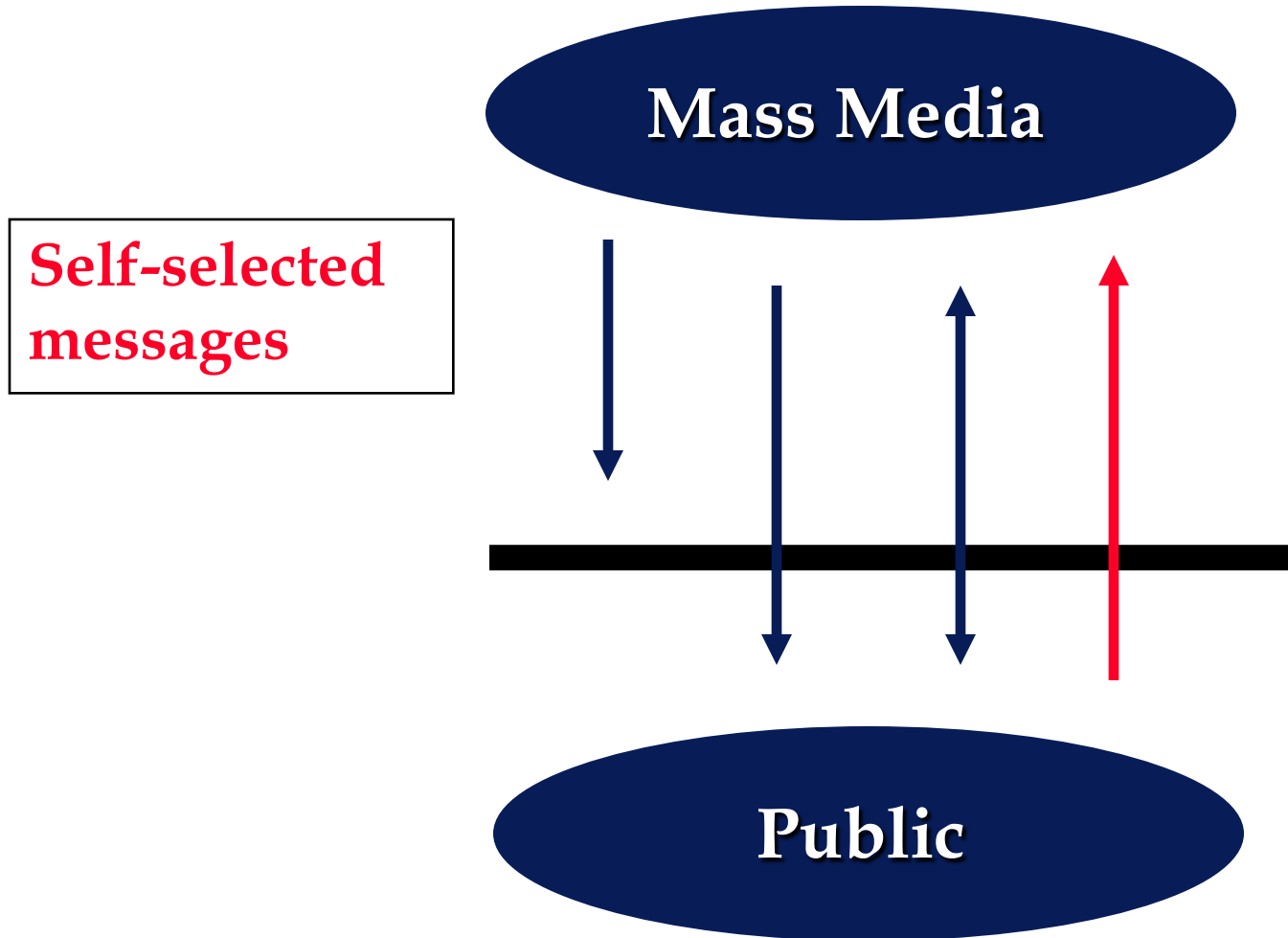
# Uses and Gratifications Theory

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**Interactive**

# Uses and Gratifications Theory



# Persuasion and Public Opinion

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- Persuasion is the core of society
- Without persuasion, we could not live together. Why?