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| **Theorist** | **Theory** | **Summary** |
| George Gerbner | Mean World Syndrome | The more we engage with media (especially TV), the more **pessimistic** and negative is our view of the world. |
| George Gerbner | Cultivation Theory | If we are exposed to extreme forms of media content such as violence, over time we will become **desensitized** or numbed  to its effects. Can be applied to violence, pornography but also to negative representations of certain groups such as women, migrants, Muslims, Jews. |
| George Gerbner | symbolic annihilation | The rather difficult idea that if something is absent from a media product then this implies that it is non-existent, unimportant or insignificant. This could apply to counter-typical representations of certain groups e.g. female surgeons, female fighter pilots, male nurses. This theorist believes that **we are strongly influenced by dominant media representations.** |
| Alfred Bandura | Imitative behaviour | Children in particular are influenced by violent behaviour they see on a screen and they tend to copy what they see. An extension of the **Hypodermic Needle Theory**. According to this theory, audiences are largely passive and **their attitudes and behaviour are shaped by the media they encounter.** |
| Stanley Cohen | Moral Panics | Media, especially news media, spread fear, insecurity and concern about social breakdown. They blame this decline on certain vulnerable minority groups. This blame is called **'scapegoating'.** This causes division and feelings of resentment towards certain groups.  As a result of feelings of insecurity, people tend to support stronger laws and regulations e.g. police. This support tends to work in favour of those already in power, strengthening the position of elite groups and favours the **status quo** (keeping things the way they are) |
| Abraham Maslow | Hierarchy of Needs | A pyramid of needs starting at the base with basic **physiological** (bodily) survival needs: e.g. food, warmth, sex  The next layer is all about **safety** and security e.g. home and protection.  Then: **belonging**- family, friendship  Then: **esteem**, respect  At the top is **self-actualization** – a vague term meaning self-fulfilment or achieving true happiness. This last stage is never really attainable but it is something often promised in media representations of a perfect world (utopia) such as advertising. Adverts tend to promise perfection and happiness. They appeal to peoples' **aspirations** to make their lives perfect and attain an ideal **utopian** world. |
| Blumler & Katz | Uses & Gratifications Theory | The opposite of the Hypodermic Needle Model. Audiences are **active** not passive. They choose media to suit their own **needs and pleasures**. **(PIES**) These include:  P: Personal Identity (defining who you are in terms of the media you prefer)  I –Information  E – Entertainment (including escape and distraction)  S – Social interaction (using media to interact with others and forming communities and friendship groups based on common media tastes.) |

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