

- Situation under which the contribution causal claim can be made:
- Issues
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- Five postulates of the theory
- Case Example:
- Applications:
- Criticism
- The Two-step theory
- Opinion Leader:
- Example:
- Criticism
- Multi-Step theory
- Strength of multi-step flow theory
- Weaknesses of multi-step flow theory

LEARNING OBJECTIVES

By the end of this unit, the students will learn about various theories of mass communication. The theories to be covered in this unit are:

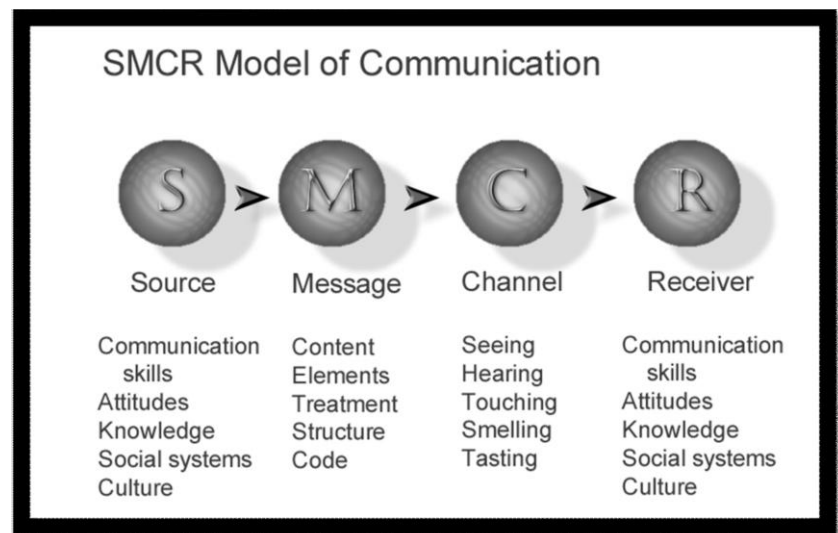
- SMCR model of communication? Components and criticism of SMCR Model of Communication
- Lasswell Model of Communication: it includes the components and its explanation. It also includes disadvantages and criticism of the Lasswell model of communication.
- Another theory covered is Shannon and Weaver's Model of Communication. Explanation of the model is done along with the criticism of the same.
- The concept of Gate Keeping Theory of Communication is explained with examples.
- Agenda setting theory (Maxwell McCombs and Donald L. Shaw) is also covered in this unit. The levels of this theory along with factors affecting the theory are covered. Students will also read about the various criticism faced by this theory.
- Uses And Gratification Theory has been explained. It includes its history, assumptions, criticism, and contributions. Along with its

five postulates are covered in this unit. Criticism too has been discussed.

- The other two theories that are covered in this unit are The Two-Step Theory and Multi-Step Theory. Both theories have been explained in detail. They also cover the strength and weaknesses of the theories.

SMCR MODEL (SENDER-MESSAGE-CHANNEL- RECEIVER)

What is the SMCR model of communication? The SMCR model of communication was given by an American communication theorist David Kenneth Berlo. SMCR stands for Sender Message Channel and Receiver. This model is used for coding and decoding a message and hence it is used for more efficient communication.



COMPONENTS OF BERLO'S SMCR MODEL OF COMMUNICATION

Four components are included in Berlo's SMCR model of communication. These components are affected by different factors. The four components of the SMCR model are:

- (1) Sender
- (b) Message
- (3) Channel
- (4) Receiver



Sender : The source who creates and sends the message to the receiver is known as the sender. It is the start of the process and is the person who encodes a message. Factors that affect a sender are as follows:

(a) Communication Skills: It includes reading, listening, speaking, etc.

(b) Attitude: An individual's attitude concerning the receiver and subject changes the meaning and consequence of the message.

(c) Knowledge: Familiarity with the subject of the message makes communication more effective.

(d) Culture: Differences in the culture leads to the interpretation of the message differently.

(e) Social Systems: Values, beliefs, religion, and rules influence how the sender communicates the message, alongside location and circumstances.

Message: It is the transformation of thoughts into words that the sender sends to the receiver. It can be in the form of voice, audio, text, video, or other media. Factors that affect a message are:

(a) Content : It is the matter in which the whole message from beginning to the end contains.

(b) Element : They are the non – Verbal basics like gesture, body language, etc.

(c) Treatment : It is the way how the message is transferred to the receiver. Treatment also affects the feedback of the receiver.

(d) Structure : It is how the message has been structured into various parts or arranged. It influences the effectiveness of the message.

(e) Code : It is the form in which the message is being sent. It can be in the form of voice text or video etc.

Channel: Channel refers to the medium used to send the message. In mass communication, technical machines might be used as a channel like a telephone, internet, etc. But in general communication, the five senses of a human being are the channel for the communication flow and it affects the effectiveness of the channel. Factors affecting the Channel are:

1. **Hearing** - We receive the message through hearing.
2. **Seeing** - We perceive through seeing. We also get non-verbal messages by seeing.
3. **Touching** - Many of the non-verbal communication happens from touching like holding hands.
4. **Smelling** - We collect information from smelling.
5. **Tasting** - Taste also provides the information to be sent as a message.

Receiver : The receiver is the person who gets the message and tries to understand what the sender wants to convey and then responds accordingly. This is also called decoding. Berlo's model believes that effective communication can be achieved if the sender and the receiver are on the same level. The message might not have the same effect as intended if the receiver and sender are not similar.

The receiver must also have very good listening skills. Factors affecting the receiver are:

- (1) Communication skills
- (2) Attitude
- (3) Knowledge
- (4) Social Systems
- (5) Culture

CRITICISM OF SMCR MODEL:

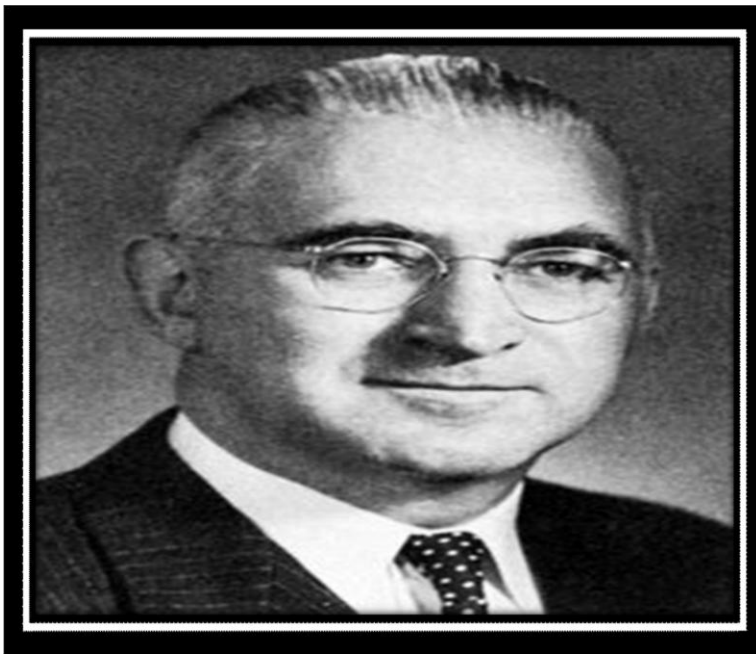
1. There is no concept of feedback, so the effect is not much.
2. There is no concept of noise or any kind of barrier in the communication process.
3. It is a linear model of communication, there is no two-way communication.

4. According to all the factors mentioned above both the sender and the receiver should be at the same level. Thus, the model is not practical in real life.

5. The main drawback of the model is that the model omits the usage of the sixth sense as a channel which is a gift to human beings (thinking, understanding, analyzing, etc.)

LASSWELL MODEL OF COMMUNICATION

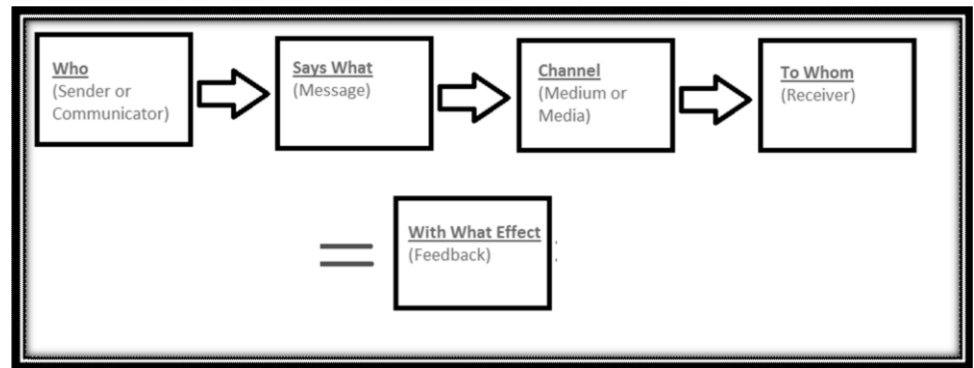
Lasswell's Theory of Communication was developed by theorist Harold D Lasswell in 1948. This model is also known as the Action Model, Linear Model, and One Way Model Of Communication. This is one of the most influential models in the field of communication.



EXPLANATION OF LASSWELL'S COMMUNICATION MODEL

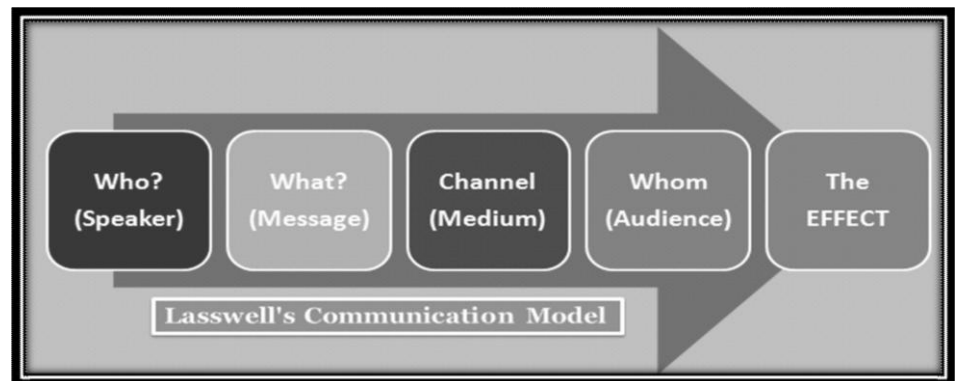
This model is used for interpersonal communication or group communication to disseminate messages to various groups in various situations. Lasswell's model was developed to study the media propaganda of countries and businesses at that time.

Lasswell also brought the concept of an **Effective Communication Process**. He talked about the relationship between the presentation of facts and how it generates different effects. The use of the concept of effect makes Lasswell's model non-linear, unlike its name. It's because the effect can also be taken as feedback.



Components of Lasswell's Model Of Communication

Lasswell's communication model has five components which are used as an analytical tool for evaluating the communication process.



These components are the questions to be asked to get the answers and keep the communication going.

	Components	Meaning	Analysis
1	Who	the communicator or sender or source of a message	Control Analysis
2	Says What	the content of the message	Control Analysis
3	In Which Channel	the medium or media	Media Analysis
4	To Whom	the receiver of the message or an audience	Audience Analysis
5	With What Effect	the feedback of the receiver to the sender	Effect Analysis

EXPLANATION OF DIFFERENT COMPONENTS:

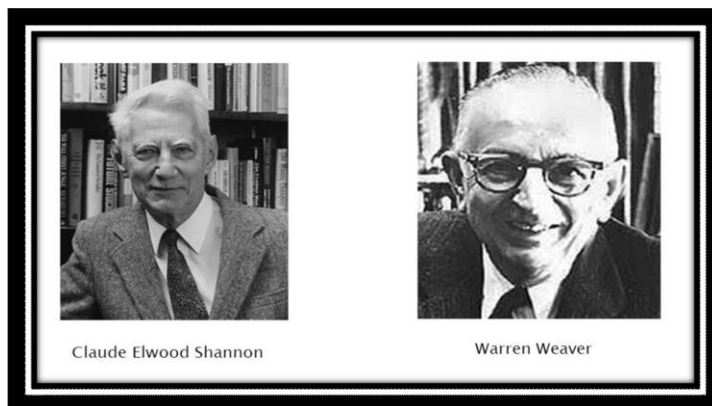
1. Control analysis helps the sender to have all the power.
2. Content analysis is associated with stereotyping and representation of different groups politically. It is also related to the purpose or the ulterior motives of the message.
3. Media analysis represents which medium should be used to exercise maximum power against the receivers.
4. Audience analysis shows who is the target population to be manipulated or brain-washed.
5. Effect analysis is done before the process starts. It is used to predict the effect of the message over the target population to be exploited.

DISADVANTAGES AND CRITICISMS OF LASSWELL'S MODEL

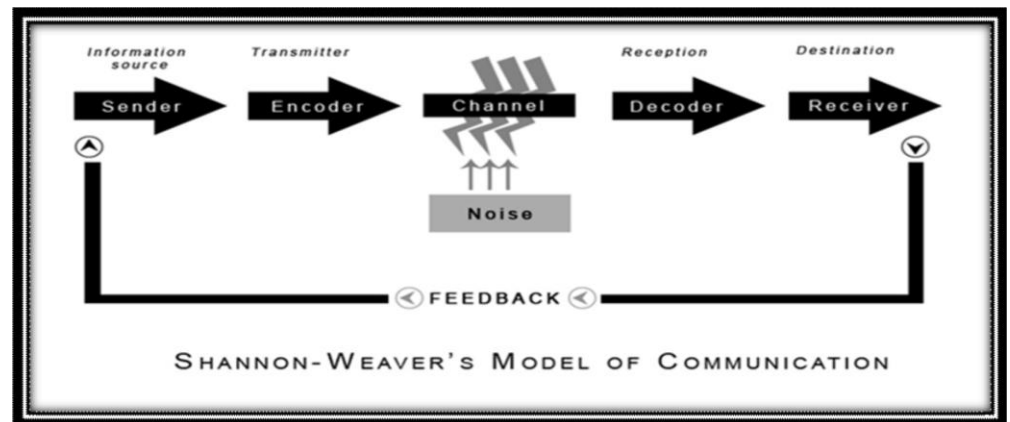
1. The major criticism of Lasswell's Model is that it does not include feedback and ignores the possibility of noise. Lasswell's model is very linear and does not consider a barrier in the communication process.
2. The model is also criticized for being very general and only including very traditional topics.
3. The model is very simplistic. The model is said to be propaganda based as it is more focused on the resulting outcome and generally used for media persuasion.

SHANNON AND WEAVER MODEL OF COMMUNICATION

Shannon was an American Mathematician and Electronic Engineer whereas Weaver was an American Scientist. They both joined hands in 1948 to write an article in "Bell System Technical Journal". The article was called "A Mathematical Theory of Communication" or "Shannon Weaver Model of Communication".



This model of communication was designed to develop effective communication between the sender and the receiver. They also discovered the factors disturbing the communication process and named it “Noise”. This model was developed to improve Technical Communication but later it was widely used in the field of communication.



Various Concepts associated with this model are information source, transmitter, noise, channel, message, receiver, information destination, encode, and decode.

The above model can be explained as follows:

Sender: The originator or the person who is creating the message to be sent is the sender of the message.

Encoder: The transmitter which converts the message into signals.

Decoder: It is the reverse process of encoding. It is the reception place of the signal which converts it into a message.

Receiver: The destination of the message where it was intended to be sent.

Noise: The hurdles that create a disturbance in the encoding and decoding of a message are the noises. The messages are transferred from encoder to decoder through channel. During this process the messages may get distracted or affected by physical noise like horn sounds, thunder, and crowd noise or encoded signals may get distracted in the channel during the transmission process which can affect the communication flow or the receiver may not receive the correct message.

Criticism of the Shannon-Weaver model of communication :

1. It is one of the simplest models which is generally applied in different communication theories.

2. This model attracts both academics of Human communication and Information theorist to lead their further research in the field of communication.

3. It's more effective in person-to-person communication than a group or mass audience.

4. The model is based on the "Sender and Receiver" theory. Here the sender plays the primary role and the receiver plays the secondary role by accepting the message.

5. Communication is not a one-way process. If it's behaved like that, it will lose its strength. Feedback is one of the most important factors in the process of communication and this is missing in this theory.

6. Understanding noise will help to solve the various problems in communication.

GATEKEEPING THEORY OF COMMUNICATION

Kurt ZadekLewin was born in Germany. He was a great Psychologist and pioneer in Social Psychology. He developed the concept in the field of psychology called psychological "field" and "life space" to understand human behavior and its important consideration of total life space. His studies are more based on understanding a person's world, physical, mental, and social through frequent conversation between his pre-memories, desire, and his goals. His works help to understand the relationship between attitudes and behavior in the group or individuals.



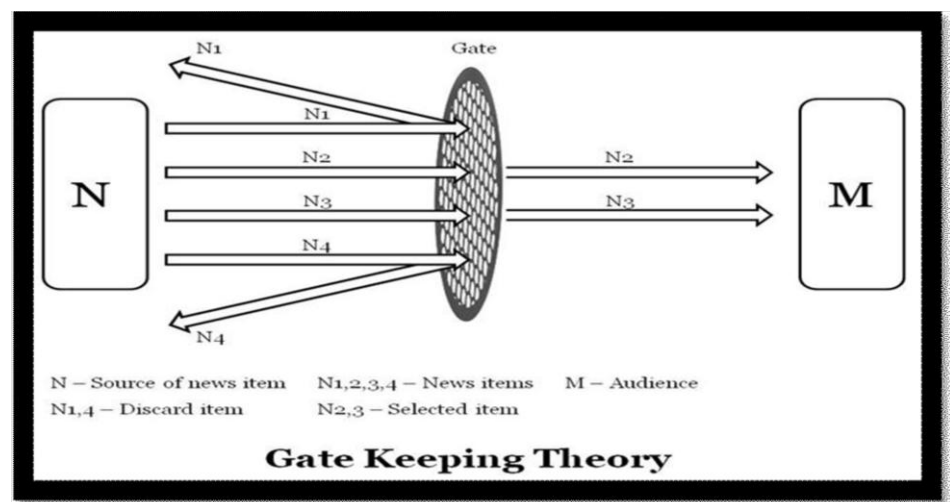
Kurt Lewin coined the word called "Gatekeeping". It's nothing but to block unwanted or useless things by using a gate. Here the person who makes a decision is called the "Gatekeeper". At first, was widely used in the

field of psychology and later it occupied the field of communication. Now it's one of the essential theories in communication studies.

Concept

The Gatekeeper decides what information should move to a group or individual and what information should not. Here, the gatekeeper is the decision-maker who is leading the whole social system. The gatekeeper is having its influence on social, cultural, ethical, and political. Based on personal or social influences they let the information to the group. Through this process, the unwanted, and the controversial information are removed by the gatekeeper which helps to control the society or a group and lead them on the right path.

In news, a medium editor plays a vital role. He has to decide what kind of news items should be published and what should not. Every day the news channel receives various news items from all over the world. The channels have their ethics and policies through which the editor decides what news items are to be published or aired. In some cases, few news items are rejected by the editor due to the organization's policy or the news items which are not suitable for publish.



Example:

An international news channel receives several news items within a day like international terror issues, UN discussions, Texas bullfighting, and religious abuse on the international community.

A news channel can't show all those news items to the audience because it may affect the channel's reputation in public and organizational policy. Here, the editor decides the news items especially as to why he can't show particular news.

News items:

N1: Texas bullfighting, N2: International terror issues, N3: UN discussions, N4: religious abuse on the international community

Gatekeeper:

Chief Editor

Selected News Items:

N2: International terror issues, N3: UN discussions, because it won't hurt any community or organization's reputation.

Discarded News Items: (on popularity)

N1: Texas bullfighting- because it is not an internally famous sport.

Discarded News Items: (on the policy)

N4: Religious abuse on the International community- It will hurt the sentiments of the citizens across the globe.

AGENDA SETTING THEORY (MAXWELL MCCOMBS AND DONALD L. SHAW)

This theory was developed by Maxwell McCombs and Donald L Shaw.

The influence of media affects the presentation of the reports and issues made in the news that affects the public mind. The news reports make it in a way that when a particular news report is given importance and attention than other news the audience will automatically perceive it as the most important news and information are given to them. The priorities of which news comes first and then the next are set by the media according to how people think and how much influence will it have among the audience.



Agenda setting occurs through a cognitive process known as “accessibility”. Media provides information that is the most relevant food

for thought, portrays the major issues of the society, and reflects people's minds.

THE LEVELS OF AGENDA-SETTING THEORY:

First Level:

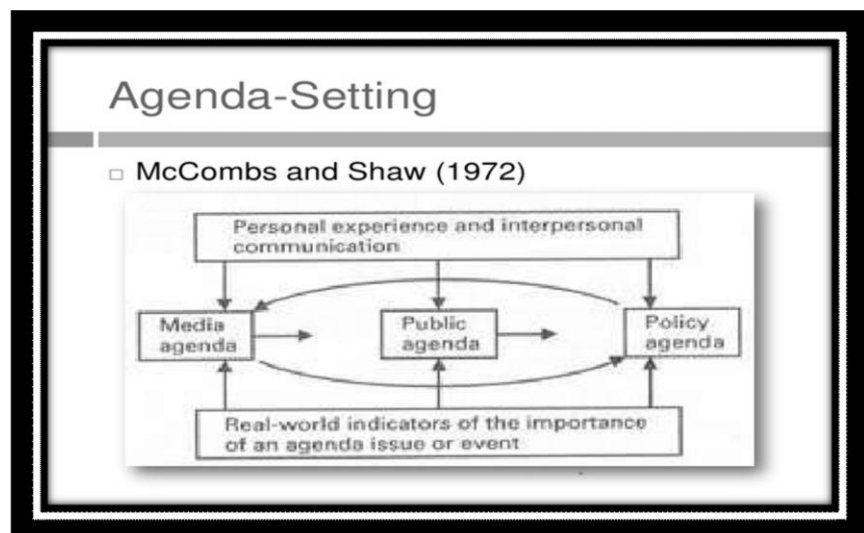
The first level is usually used by the researchers to study media uses and its objectives or the influences that media creates on people and the most proximal thought that people will have on the exposure to the information given by media house.

Second level:

At the second level, the media focuses on how people should think about the nature of the issues. Thus, the sensationalization of news reports may happen to bring in the interest of the audience. The media wants to grab attention and implant thoughts in people's minds about some serious issues. That's why media turn certain issues viral.

Agenda setting theory is used in political ads, campaigns, business news, PR, etc. The main concept associated with the theory is gate keeping. Gatekeeping is in charge of and has control of the selection of content discussed in the media. It is assumed that the public cares most about the product of media gatekeeping. Editors are the main gatekeepers of the media itself. The news media decides 'what' events to broadcast and show through the media 'gates' based on 'newsworthiness'.

Gatekeepers are the powerful authority who ensure the right material is disseminated to the masses. Because some issues are important to the media but not to the masses. Also, they are much concerned not to distort peace and public stability.



Priming

The responsibility of the media is 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.

The media gives the utmost importance to a certain event such that it gives people the impression that a piece of particular news is the most important one. This is done daily. The selected news report is carried on like a heading or covered regularly for months. For example, terms such as headlines, special news features, discussions, expert opinions are used. Media primes news by repeating the news and giving it more importance like, for example, Nuclear Deal.

Framing

Framing is a process of selective control. It has two meanings.

1. How news content is typically shaped and contextualized within the same frame of reference.
2. The audience adopts the frames of reference and to see the world similarly. 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 it from a different angle.

FACTORS AFFECTING AGENDA-SETTING

Gatekeepers, editors and managers, and other external influences.

Non-media sources like government officials and influential personnel.

Criticisms of Agenda-setting theory are :

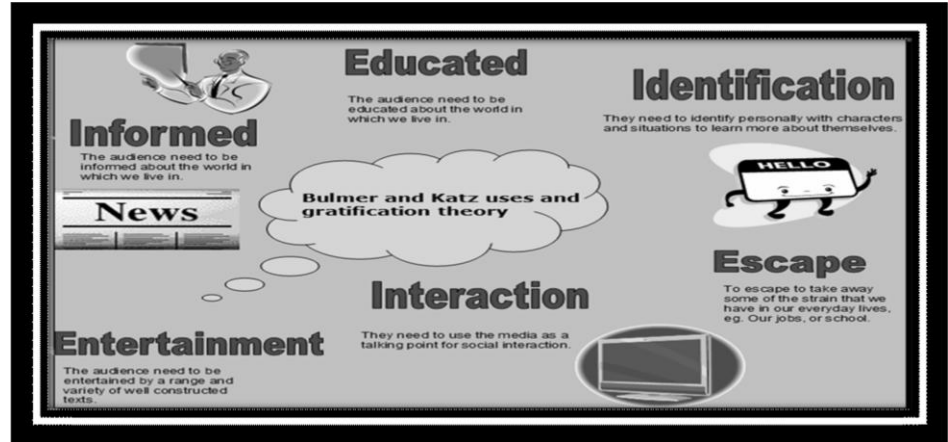
1. Media users are not ideal. The people may not pay attention to details.
2. The effect is weakened for people who have made up their minds.
3. Media cannot create problems. They can only alter the level of awareness, priorities, importance, etc.

USES AND GRATIFICATION THEORY

Uses and gratifications theory is an approach to understanding why and how people actively seek out specific media to satisfy specific needs.

UGT is an audience-centered approach to understanding mass communication.

Diverging from other media effect theories that question "what does media do to people?", UGT focuses on "what do people do with media? It postulates that media is a highly available product and the audiences are the consumers of the same product.



This communication theory is positivistic in its approach, based on the socio-psychological communication tradition, and focuses on communication at the mass media scale. The driving question of UGT is: *Why* do people use media and what do they use them for? UGT discusses how users deliberately choose media that will satisfy given needs and allow one to enhance knowledge, relaxation, social interactions/companionship, diversion, or escape.

It assumes that audience members are not passive consumers of media. Rather, the audience has power over their media consumption and assumes an active role in interpreting and integrating media into their own lives. Unlike other theoretical perspectives, UGT holds that audiences are responsible for choosing media to meet their desires and needs to achieve gratification. This theory would then imply that the media compete against other information sources for viewers' gratification.

UGT has a heuristic value today because it gives communication scholars a "perspective through which several ideas and theories about media choice, consumption, and even impact can be viewed".

History of Uses and Gratification Theory: Beginning in the 1940s, researchers began seeing patterns under the perspective of the uses and gratifications theory in radio listeners. Early research was concerned with topics such as children's use of comics and the absence of newspapers

during a newspaper strike. An interest in more psychological interpretations emerged during this period.

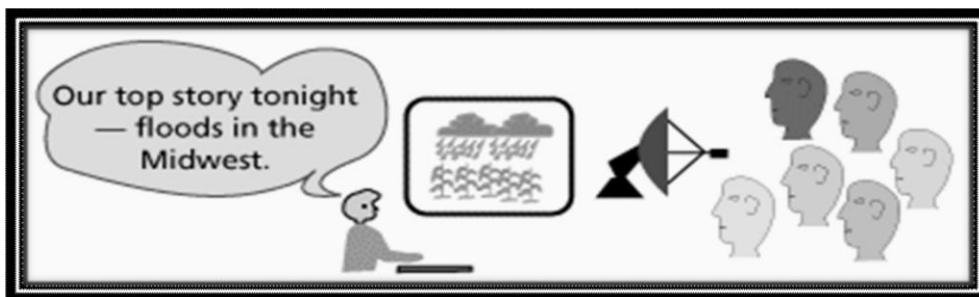
In 1948, Lasswell introduced a four-functional interpretation of the media on a macro-sociological level. Media served the functions of surveillance, correlation, entertainment, and cultural transmission for both society and individuals.

ASSUMPTIONS OF THE THEORY

Unlike other theories concerning media consumption, UGT gives the consumer power to discern what media they consume, with the assumption that the consumer has a clear intent and use. This contradicts previous theories such as mass society theory, which states that people are helpless victims of mass media produced by large companies; and individual differences perspective, which states that intelligence and self-esteem largely drive an individual's media choice.

UGT has several assumptions. They are as follows

- The audience is active and its media use is goal-oriented
- The initiative in linking need gratification to a specific medium choice rests with the audience member
- The media compete with other resources for need satisfaction
- People have enough self-awareness of their media use, interests, and motives to be able to provide researchers with an accurate picture of that use.
- Value judgments of media content can only be assessed by the audience.



CRITICISM OF THE THEORY

Uses and gratifications have, almost since its inception, been viewed by some as the Pluto of communication theory, which is to say critics argue that it does not meet the standards necessary to be theory. Critics argue

that it instead is more of an approach to analysis or a data-collecting strategy. Among the criticism most commonly raised in academic literature.

Gratifications are more dependent on input by researchers than on decisions made by research subjects.

Early research required participants to identify gratifications associated with specific channels of communication, raising the possibility that they would conflate gratifications and channels. Lometti et al. argued that this could substantially overestimate the number of gratifications and that attempts to address it using in-depth interviews were problematic.

Audiences of different ages likely have different motivations for using identical media, and also likely have different gratifications.

Due to the individualistic nature of uses and gratification, it is difficult to take the information that is collected in studies. Most research relies on the pure recollection of memory rather than data. This makes self-reports complicated and immeasurable.

The theory has been denounced by media hegemony advocates who say it goes too far in claiming that people are free to choose the media and the interpretations they desire.

Audiences interpret the media in their terms and any debate for or against this can be argued, and depending on the circumstances, won by either side. Each individuals' actions and effects on those actions will depend solely on the situation. Each individual has unique uses to which the media attempts to meet their gratifications.

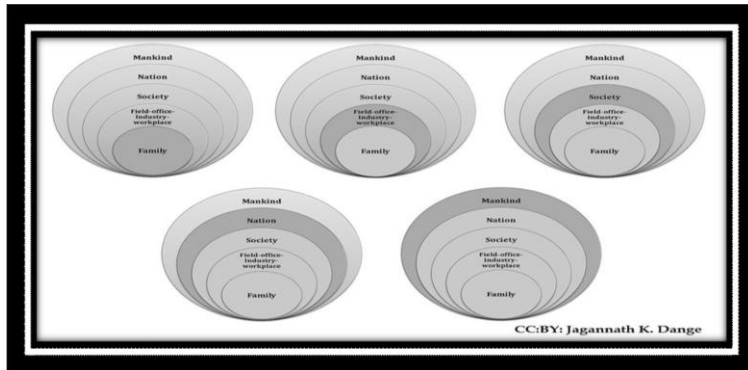
Using this sociologically-based theory has little to no link to the benefit of psychology due to its weakness in operational definitions and weak analytical mode. It also is focused too narrowly on the individual and neglects the social structure and place of the media in that structure.

Despite such criticism, contemporary thought suggests that uses and gratifications as the theory may be in the process of gaining new life as a result of new communication technology. While it was easy to question the agency of media consumers who had three television networks from which to choose, it's much harder to argue that a consumer who now has 100 cable channels and Internet-streaming video is not making his own decisions.

CONTRIBUTION THEORY

Contribution Analysis or Contribution theory is an approach for assessing causal questions and inferring causality in real-life program

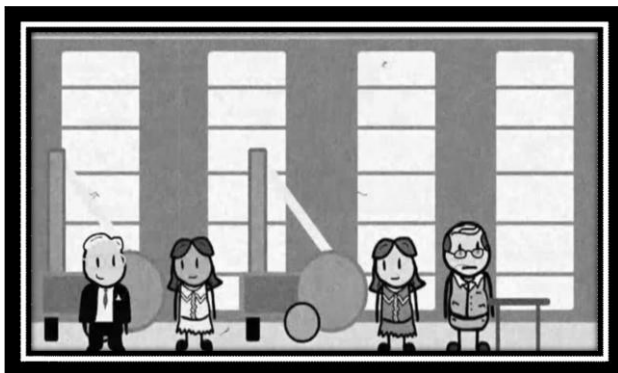
evaluations. It offers a step-by-step approach designed to help managers, researchers, and policymakers arrive at conclusions about the contribution their program has made or is currently making to a particular outcome. The essential value of contribution analysis is that it offers an approach designed to reduce uncertainty about the contribution the intervention is making to the observed results through an increased understanding of why the observed results have occurred or not occurred and the roles played by the intervention and other internal and external factors.



Contribution analysis is particularly useful in situations where the program is not experimental, i.e. not in trial projects but in situations where the program has been funded based on a relatively articulated theory of change and where there is little or no scope for varying how the program is implemented. Contribution analysis helps to confirm or revise a theory of change; it is not intended to be used to surface or uncover and display a hitherto implicit or inexplicit theory of change. The report from a contribution analysis is not definitive proof, but rather provides evidence and a line of reasoning from which one can draw a plausible conclusion that, within some level of confidence, the program has made an important contribution to the documented results.

Steps

Six steps are taken to produce a credible contribution story:



With this information, one will be able to assemble the contribution story that expresses why it is reasonable to assume that the actions of the program have contributed to the observed outcomes. Now an individual has to assess it. How credible is the story? Do reasonable people agree with the story? Does the pattern of results observed validate the results chain? Where are the main weaknesses in the story? There always will be weaknesses. Weaknesses in the story point to where additional data or information is needed.

5. Seek out additional evidence

Having identified where the contribution story is less credible, additional evidence is now gathered to augment the evidence in terms of what results have occurred, how reasonable the key assumptions are, and what has been the role of external influences and other contributing factors. Augmenting evidence can include the collection of additional, new data such as from surveys, field visits, administrative data, focus groups, national statistical data, etc. as well as the synthesis of evidence from other research and evaluations.

6. Revise and, where the additional evidence permits, strengthen the contribution story

With the new evidence, an individual should be able to build a more substantive and more credible story, one that a reasonable person will be more likely to agree with. It will probably not be foolproof, but the additional evidence will have made it stronger and more plausible.

Situation under which the contribution causal claim can be made:

- There is a reasoned theory of change for the intervention: the key assumptions behind why the intervention is expected to work make sense, are plausible, may be supported by evidence and/or existing research, and are agreed upon by at least some of the key players.
- The activities of the intervention were implemented as set out in the theory of change.
- The theory of change or the key elements are supported by and confirmed by evidence on observed results and underlying assumptions. The chain of expected results occurred. The theory of change has not been disproved.
- Other influencing factors have been assessed and either shown not to have made a significant contribution or their relative role in contributing to the desired result has been recognized.

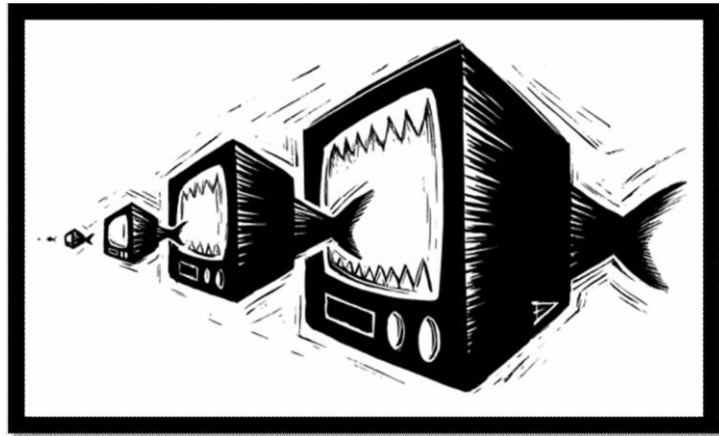
Some issues might arise when taking this approach with regards to:

Reducing uncertainty about the contribution the intervention is making to the observed results.

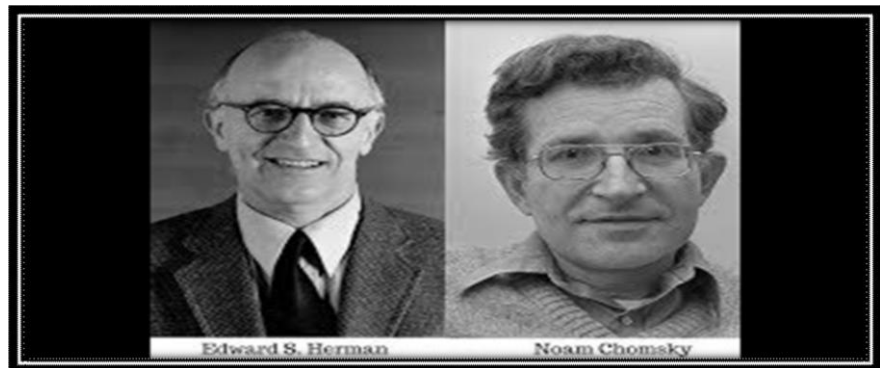
Inferring causality in real-life program evaluations.

Confirming or revising a program's theory of change – including its logic model.

Propaganda Theory



The propaganda model is a conceptual model in political economy advanced by Edward S. Herman and [Noam Chomsky](#) to explain how propaganda and systemic biases function in corporate mass media. The model explains how populations are manipulated and how consent for economic, social, and political policies, both foreign and domestic, is "manufactured" in the public mind through propaganda. The theory shows how corporate media is structured and how it creates an inherent conflict of interest and therefore acts as propaganda for anti-democratic elements.



This theory was first presented in the year 1988 in the book called "Manufacturing Consent: The Political Economy of the Mass Media". The

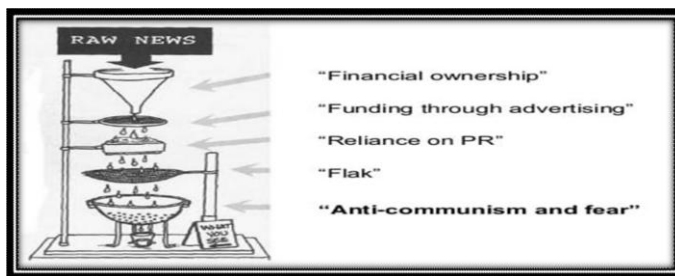
propaganda model sees corporate media as businesses that are interested in the sale of a product to the readers and audiences. These corporate media also sell their products to other businesses like advertisers rather than pursuing quality journalism in service of the public.

The theory postulates five general classes of "filters" that determine the type of information to be presented in news media. These five classes are ownership of the medium, the medium's funding sources, sourcing, flak, and anti-communism or "fear ideology"

The first three are generally regarded by the authors as being the most important. In editions that were published after the 9/11 attacks on the United States in 2001, Chomsky and Herman updated the fifth postulate to the "War on Terror" and "counter-terrorism", which they state operates in much the same manner.

Although the model was based mainly on the media of the United States, Chomsky and Herman believe that the theory is equally applicable to any country that shares the basic economic structure and organizing principles that the model postulates as the cause of media biases

Five postulates of the theory are:



1. Ownership:

The size and profit-seeking imperative of dominant media corporations create a bias. The authors point to how in the early nineteenth century, a radical British press had emerged that addressed the concerns of workers, but excessive stamp duties, designed to restrict newspaper ownership to the 'respectable' wealthy, began to change the face of the press. Nevertheless, there remained a degree of diversity. In post World War II Britain, radical or worker-friendly newspapers such as The Daily Herald, News Chronicle, Sunday Citizen, and the Daily Mirror regularly published articles questioning the capitalist system. The authors posit that these earlier radical papers were not constrained by corporate ownership and therefore, were free to criticize the capitalist system.

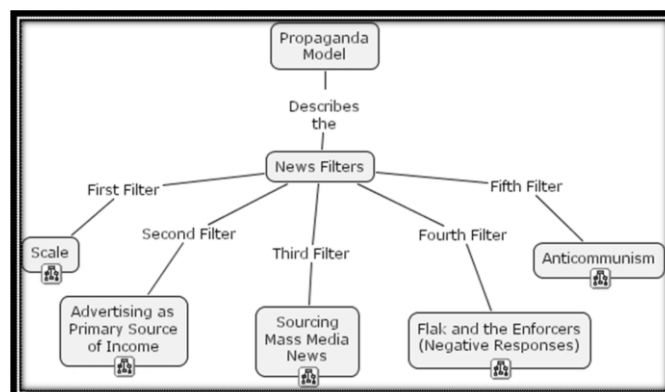
Herman and Chomsky argue that since mainstream media outlets are currently either large corporations or part of conglomerates the information presented to the public will be biased concerning these interests. Such conglomerates frequently extend beyond traditional media fields and thus have extensive financial interests that may be endangered when certain information is publicized. According to this reasoning, news items that most endanger the corporate financial interests of those who own the media will face the greatest bias and censorship.

It then follows that if to maximize profit means sacrificing news objectivity, then the news sources that ultimately survive must be fundamentally biased, about news in which they have a conflict of interest.

2. Advertising:

The second filter of the propaganda model is the funding generated through advertising. Most newspapers have to attract advertising to cover the costs of production; without it, they would have to increase the price of their newspaper. There is fierce competition throughout the media to attract advertisers; a newspaper that gets fewer advertisements than its competitors is at a serious disadvantage. Lack of success in raising advertising revenue was another factor in the demise of the 'people's newspapers' of the nineteenth and twentieth centuries.

The product is composed of the affluent readers who buy the newspaper, who also comprise the educated decision-making sector of the population, while the actual clientele served by the newspaper includes the businesses that pay to advertise their goods. According to this filter, the news is "filler" to get privileged readers to see the advertisements which make up the content and will thus take whatever form is most conducive to attracting educated decision-makers. Stories that conflict with their "buying mood", it is argued, will tend to be marginalized or excluded, along with information that presents a picture of the world that collides with advertisers' interests. The theory argues that the people buying the newspaper are the product that is sold to the businesses that buy advertising space; the news has only a marginal role as the product.



3. Sourcing

The third of Herman and Chomsky's five filters relates to the sourcing of mass media news: "The mass media are drawn into a symbiotic relationship with powerful sources of information by economic necessity and reciprocity of interest." Even large media corporations such as the [BBC](#) cannot afford to place reporters everywhere. They concentrate their resources where news stories are likely to happen: Business corporations and trade organizations are also trusted sources of stories considered newsworthy. Editors and journalists who offend these powerful news sources, perhaps by questioning the veracity or bias of the furnished material, can be threatened with the denial of access to their media life-blood - fresh news. Thus, the media has become reluctant to run articles that will harm corporate interests that provide them with the resources that they depend upon.

4. Flak

The fourth filter is 'flak' described by Herman and Chomsky as 'negative responses to a media statement or a TV or radio program. It may take the form of letters, telegrams, phone calls, petitions, lawsuits, speeches, and Bills before the parliament and other modes of complaint, threat, and punitive action'. Business organizations regularly come together to form flak machines. An example is the US-based Global Climate Coalition (GCC), comprising fossil fuel and automobile companies such as Exxon, Texaco, and Ford. The GCC was started up by Burson-Marsteller, one of the world's largest public relations companies, to attack the credibility of climate scientists and 'scare stories' about global warming.

The term "flak" has been used to describe what Chomsky and Herman see as efforts to discredit organizations or individuals who disagree with or cast doubt on the prevailing assumptions that the authors view as favorable to established power. The first three "filtering" mechanisms—which are derived from analysis of market mechanism, flak is characterized by concerted efforts to manage public information.

5. Anti Communism Fear

The fifth and final news filter that Herman and Chomsky identified was 'anti-communism'. Manufacturing Consent was written during the Cold War. Chomsky updated the model as "fear", often as 'the enemy' or an 'evil dictator' such as Colonel Gaddafi, Paul Biya, Saddam Hussein, [Slobodan Milosevic](#), or Vladimir Putin.

Anti-ideologies exploit public fear and hatred of groups that pose a potential threat, either real, exaggerated, or imagined. Communism once posed the primary threat according to the model. Communism and [socialism](#) were portrayed by their detractors as endangering freedoms of speech, movement, the press, and so forth. They argue that such a portrayal was often used as a means to silence voices critical of elite interests.

Chomsky argues that since the end of the Cold War in 1991, anticommunism was replaced by the "War on Terror", as the major social control mechanism: "Anti-communism has receded as an ideological factor in the Western media, but it is not dead. The 'war on terror' has provided a useful substitute for the Soviet Menace." Following the events of September 11, 2001, some scholars agree that Islam phobia is replacing anti-communism as a new source of public fear.

Case Example:

Following the theoretical exposition of the propaganda model, **Manufacturing Consent** contains a large section where the authors seek to test their hypotheses. If the propaganda model is right and the filters do influence media content, a particular form of bias would be expected, one that systematically favors corporate interests.

They also looked at what they perceived as naturally occurring "historical control groups" where two events, similar in their properties but differing in the expected media attitude towards them, are contrasted using objective measures such as coverage of key events or editorials favoring a particular issue.

Applications:

Since the publication of *Manufacturing Consent*, Herman and Chomsky have adopted the theory and have given it a prominent role in their writings, lectures, and theoretical frameworks. Chomsky has made extensive use of its explanative power to lend support to his interpretations of mainstream media attitudes towards a wide array of events, including the following:

Gulf War in 1990, the media's failure to report on Saddam's peace offers.

Iraq invasion in 2003, the media's failure to report on the legality of the war despite overwhelming public opinion in favor of only invading Iraq with United Nation's authorization.

On the issue of Global warming, the media gives near-equal balance to people who deny climate change despite only "about one percent" of climate scientists are taking this view. Chomsky commented that there are "three sides" on climate change. They are the deniers, people who follow the scientific consensus, and individuals who think that the consensus underestimates the threat from global warming, but in framing the debate the media usually ignores people who say that the scientific consensus is unduly optimistic.

CRITICISM

The Anti-Chomsky Reader

Eli Lehrer of the American Enterprise Institute criticized the theory in *The Anti-Chomsky Reader*. According to Lehrer, the fact that papers like *The New York Times* and *The Wall Street Journal* have disagreements is evidence that the media is not a monolithic entity. Lehrer also believes that the media cannot have a corporate bias because it reports on and exposes corporate corruption. Lehrer asserts that the model amounts to a Marxist conception of right-wing false consciousness.

Herman and Chomsky have asserted that the media "is not a solid monolith" but that it represents a debate between powerful interests while ignoring perspectives that challenge the "fundamental premises" of all these interests. For instance, during the Vietnam War, there was disagreement among the media over tactics, but the broader issue of the legality and legitimacy of the war was. Additionally, Chomsky has said that while the media are against corruption, they are not against society legally empowering corporate interests which is a reflection of the powerful interests that the model would predict.

The authors have also said that the model does not seek to address "the effects of the media on the public" which might be ineffective at shaping public opinion.

A JOURNAL OF OPINION

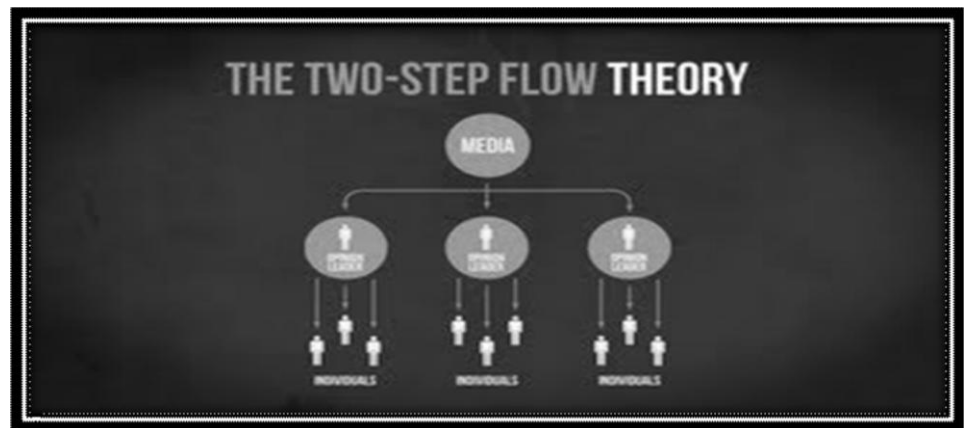
Gareth Morley argues in an article in *Inroads: A Journal of Opinion* that widespread coverage of Israeli mistreatment of protesters as compared with little coverage of similar events in sub-Saharan Africa is poorly explained. This was in response to Chomsky's assertion that in testing the Model, examples should be carefully paired to control reasons for discrepancies not related to political bias.¹ Chomsky himself cites the examples of government mistreatment of protesters and points out that general coverage of the two areas compared should be similar, raising the

point that they are not news from Israelis far more common than news from sub-Saharan Africa. Morley considers this approach dubiously empirical.

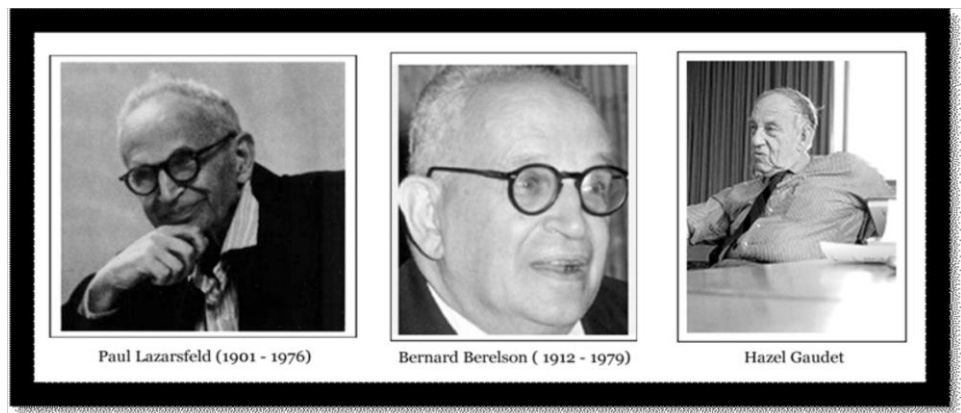
The New York Times review

Writing for The New York Times, the historian Walter LaFeber criticized the book *Manufacturing Consent* for overstating its case, in particular with regards to reporting on Nicaragua and not adequately explaining how a powerful propaganda system would let military aid to the Contra rebels be blocked. Herman responded in a letter by stating that the system was not "all-powerful" and that LaFeber did not address their main point regarding Nicaragua.

The Two-step theory

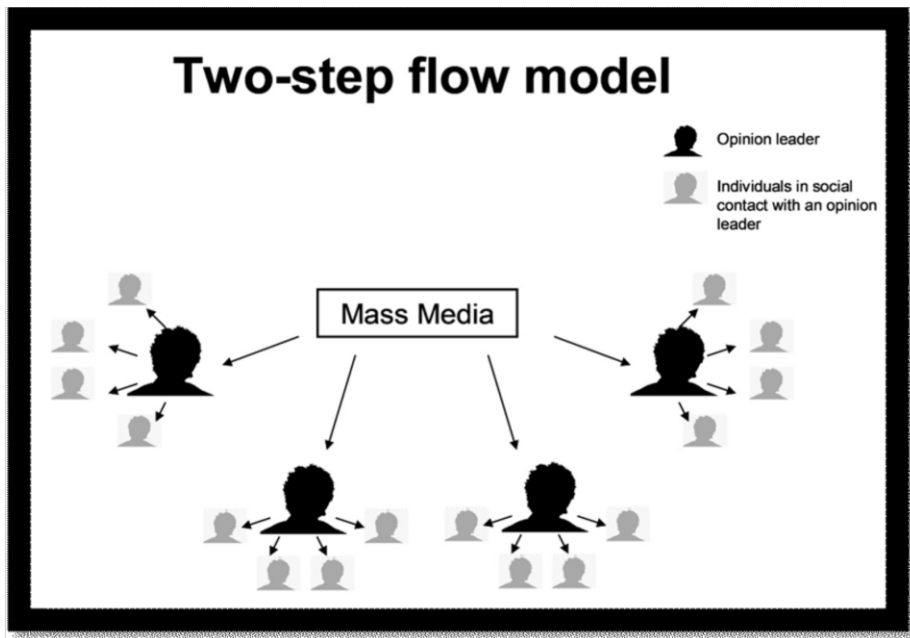


In 1944 Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet introduced The Two-Step Flow of Communication theory in the book called "The people's choice:



The study was focused on the Presidential election campaign and the people's decision-making process towards the campaign. All three researchers wanted to find out practically whether the mass media messages influenced the voting and decisions among the people. Unexpectedly they found that the media messages are less influential than

informal, personal communication on voting behavior. Based on this researched data, The Two-Step Flow Communication Theory of Mass Communication was developed by Katz and Paul Lazarsfeld.



Opinion Leader:

An opinion leader is a leader for a certain group who gives details and information to lesser active persons in the group. In-office, the managing director is an opinion leader and in public, a political leader is an opinion leader. They interpret the information to their group. But an Opinion leader is a leader only for their group not for other groups.

In Public, a Political leader is an opinion leader. Here a few people are not influenced by the leader and their political views and thought. These people won't support opinion leaders if they are not affected by their opinion and hence they are isolated from the population.

According to Katz and Paul "the media messages from radio and print flows to opinion leaders and then the leaders convey the messages to lesser active users in the population". Through this transformation of the message, the leaders may add their opinion on the actual content which may affect the low active users. In some cases, the Opinion leaders filter the actual content and ensure that only the required information is conveyed to the people.

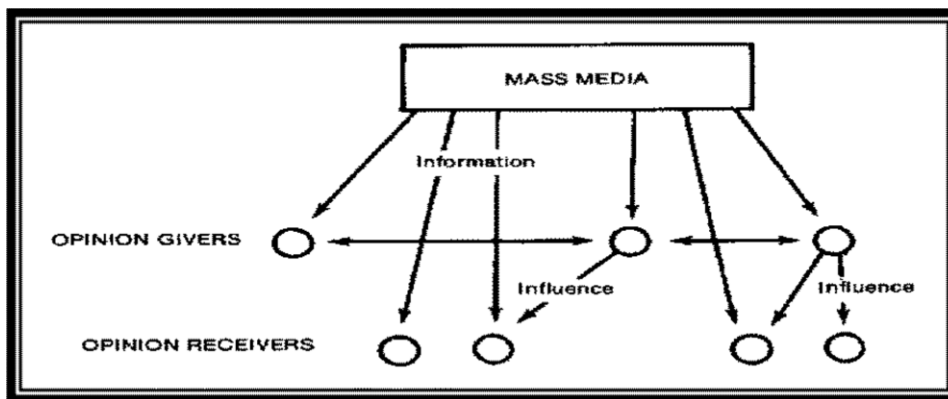
The Opinion leaders have enough voice only in structured social groups and not in an isolated individual in the population.

and it is not necessarily downwards but can be upwards or even back to the media as well.

The Two-Step Flow led to the change in name basically because of the opinion leaders who are more than just a second hand. This caused the description “Multi-Directional” because the multistep had to do with more than one opinion leader, they could be two, three, four, five, or even six people. Many a time, the information reaching the audience is altogether different from the original piece of information. That is opinion leaders who pass the information add their interpretation to it giving it a new meaning and making the information distorted.

The audiences here are active because they send feedback to the media suggesting, appreciating, or criticizing things or events. There is a peer to peer discussion as well, where the audiences with similar opinion share insights with each other.

The multi-step flow is also called diffusion of innovations theory which gives it a new dimension and understanding. This predicts that media and interpersonal contacts provide information and influence opinion and judgment. Its focus is on the media letting out information and in a point where the audience may be thrown in imbalance because the message or information is not inconsistent with their culture or beliefs. The role of the opinion leaders come to play whereby they engage in face-to-face explanation with the people either to advise them or help them get cognition.



In 1995, Everett Rogers studying how innovation occurs argued that innovation consists of four stages. These four stages are invention, diffusion, time, and consequences.

Diffusion is the process by which an innovation is communicated through certain channels over some time among the members of a social system.

An innovation is an idea, product, or practice that is perceived to be new by an individual.

Communication is the process in which participants create and share information to reach a mutual understanding.

Strength of multi-step flow theory

1. Information travels fast and gets to everyone in society.
2. Everyone participates actively in the communication process.

Weaknesses of multi-step flow theory

1. Misinterpretation and distortion of information or messages: Since messages get to opinion leaders first, they add, subtract and change the meaning of the intended message from the media and send messages they deem important for consumption by the opinion followers.

It is important to note that both two-step flow and multi-step flow theories discredit the direct influence of mass media because of the extraneous influence, interpersonal channels, and social relations of the audience which are often complex, multi-directional, and multi-dimensional.

SUMMARY

The SMCR model of communication was given by an American communication theorist David Kenneth Berlo. SMCR stands for Sender Message Channel and Receiver. This model is used for coding and decoding a message and hence it is used for more efficient communication.

Four components are included in Berlo's SMCR model of communication. These components are affected by different factors. The four components of the SMCR model are: Sender, Message, Channel, Receiver.

Lasswell's Theory of Communication was developed by theorist Harold D Lasswell in 1948. This model is also known as the Action Model, Linear Model, and One Way Model Of Communication. This model is used for interpersonal communication or group communication to disseminate messages to various groups in various situations. Lasswell's model was developed to study the media propaganda of countries and businesses at that time.

Shannon was an American Mathematician and Electronic Engineer whereas Weaver was an American Scientist. They both joined hands in 1948 to write an article in "Bell System Technical Journal". The article was

called “A Mathematical Theory Of Communication” or “Shannon Weaver Model Of Communication”.

Kurt Lewin coined the word called “Gatekeeping”. It’s nothing but to block unwanted or useless things by using a gate. Here the person who makes a decision is called the “Gatekeeper”.

Agenda setting occurs through a cognitive process known as “accessibility”. Media provides information that is the most relevant food for thought, portrays the major issues of the society, and reflects people's minds.

Uses and gratifications theory is an approach to understanding why and how people actively seek out specific media to satisfy specific needs. UGT is an audience-centered approach to understanding mass communication.

Contribution Analysis or Contribution theory is an approach for assessing causal questions and inferring causality in real-life program evaluations. It offers a step-by-step approach designed to help managers, researchers, and policymakers arrive at conclusions about the contribution their program has made or is currently making to a particular outcome.

The propaganda model is a conceptual model in political economy advanced by Edward S. Herman and [Noam Chomsky](#) to explain how propaganda and systemic biases function in corporate mass media.

In 1944 Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet introduced The Two-Step Flow of Communication theory in the book called “The people’s choice:

The multi-step flow is also called diffusion of innovations theory which gives it a new dimension and understanding. This predicts that media and interpersonal contacts provide information and influence opinion and judgment.

QUESTIONS

Short Answer Type Questions:

1. What is the SMCR model of communication? Explain in detail.
2. Write short notes on a) Lasswell model of communication b) Shanon and Weaver model of communication
3. What is Agenda Setting Theory and Propaganda Theory? Explain in short.

4. Explain the concept of Gate Keeping theory of communication with example.
5. What is the Uses and Gratification theory? Explain.
6. Explain: Two-Step Theory and Multi-Step Theory

Mutiple Choice Questions:

1. The letter R in the SMCR theory stands for_____
(a) Read (b) Received
(c) Repeat (d) Receiver
2. SMCR model of communication was given by_____
(a) Lasswell (b) Gerbner
(c) David Kenneth Berlo (d) None of these
3. _____ refers to the medium used to send the message.
(a) Internet (b) Electricity
(c) Source (d) Channel
4. Lasswell's Theory of Communication was developed by theorist Harold D Lasswell in _____
(a) 1947 (b) 1948
(c) 1949 (d) 1946
5. The concept of Effective Communication Process. Was given by_____
(a) Gerbner (b) Shanon and Weaver
(c) Lasswell (d) None of these
6. Shannon was an American Mathematician and Electronic Engineer whereas Weaver was an American_____.
(a) Professor (b) Sociologist
(c) Psychologist (d) Scientist
7. _____was a great Psychologist and pioneer in Social Psychology.
(a) Gerbner (b) Shanon
(c) Weaver (d) Kurt ZadekLewin
8. Kurt Lewin coined the word _____.
(a) Door Keeping (b) Lock Keeping
(c) Gatekeeping (d) Filtration
9. _____ theory was developed by Maxwell McCombs and Donald L Shaw.

- (a) Contribution (b) Propaganda
(c) Cultivation (d) Agenda Setting
10. _____ is a process of selective control.
(a) Covering (b) Framing
(c) Filtering (d) Managing
11. G in UGT Theory stands for_____
(a) Glorious (b) Gratification
(c) Gesture (d) Game
12. _____ theory is an approach for assessing causal questions and inferring causality in real-life program evaluations.
(a) Agenda (b) Contribution
(c) Cultivation (d) SCMR
13. The propaganda model was given by Edward S. Herman and_____.
(a) [Noam Chomsky](#) (b) Gerbener
(c) Lasswell (d) None of them
14. The Propaganda Theory was published in the book “Manufacturing Consent: The Political Economy of the Mass Media” in the year_____.
(a) 1987 (b) 1986
(c) 1988 (d) 1985
15. _____ is a leader for a certain group who gives details and information to lesser active persons in the group.
(a) Opinion leader (b) Political leader
(c) Artistic leader (d) Opposition leader

ANSWER

1. (d) 2. (c) 3. (d) 4. (b) 5. (c) 6. (d) 7. (d) 8. (c) 9. (d) 10. (c)
11. (b) 12. (b) 13. (a) 14. (c) 15. (a)

