
McQuail's mass communication theory

- 1. Diffusion:** The process of spread of a feature or trend from one place to another over time
- 2. Socialization:** The general process of social formation of the young under the influence of the so-called agencies of socialization - traditionally the family, neighborhood, school and religion, and now mass media.
- 3. Sensationalism:** The use of exciting or shocking stories or language at the expense of accuracy, in order to provoke public interest and excitement.
- 4. Fragmentation:** The process of something breaking or being broken into small or separate parts.
- 5. Framing:** The way in which news content is shaped and contextualized.
- 6. Objectivity:** Treating facts without influence from personal feelings or prejudices.
- 7. Propaganda:** The process of deliberately attempting to influence collective behavior and opinion.
- 8. Public opinion:** The collective views of a significant part of the public.
- 9. Public:** As a noun it refers to the general body of free citizens of a

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M Woodhall



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