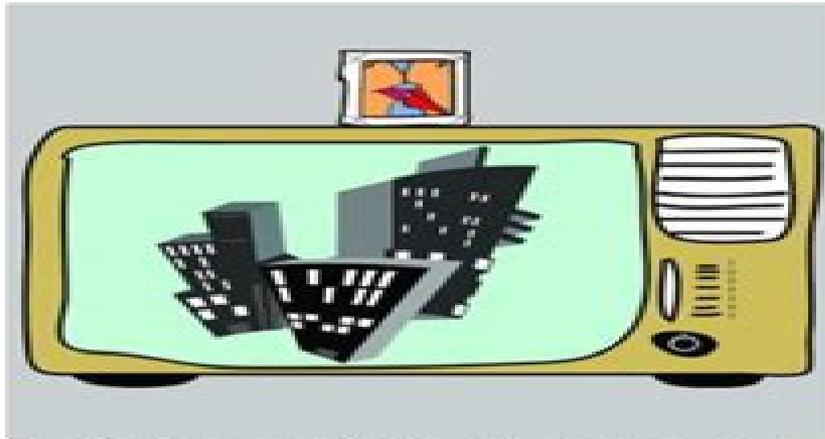


THE MAGIC BULLET THEORY OF MASS MEDIA



Magic bullet theory assumed the media had more influence over audience behavior than was later proved.

The magic bullet perspective, also called the hypodermic needle model, is a model for communications. Magic bullet theory has been around since the 1920s to explain 'how mass audiences might react to mass media,' reports Media Know All. According to University of Twente in the Netherlands, the theory states that mass media has a 'direct, immediate and powerful effect on its audiences.'

History

Several factors, including widespread popularity of radio and television, led to this 'strong effects' theory of media influence. Also important were the new 'persuasion industries' of advertising and propaganda being utilized by industries and governments alike. In the 1930s, the Payne Fund, developed by the Motion Picture Research Council, studied the impact of motion pictures on children to see if the magic bullet effect was controllable. Even Hitler monopolized the mass media in the belief that he could use it unify the German public behind the Nazis in the 1940s.

Function

The theory 'suggests that the message is a bullet, fired from the 'media gun' into the viewer's head,' states the University of Twente. In this model, the audience is passive. Viewers are sitting ducks with no chance to avoid or resist the impact of the message. Mass media, in this view, is dangerous because people believe the message since there is no other source of information. It is a 'crude model' adds Media Know All, since it leaves out any attempt by the audience to consider or challenge the data.

Theory

Information, the theory claims, passes into the audience members' consciousness as a mass or single entity, without regard for individual opinions, experiences or intelligence. In this theory, the creators of mass media strictly manipulate the audience as a single unit and the media-makers find it easy to direct viewer's thoughts and actions. Magic bullet theory assumes that the audience is singular and passive.

[Magic Bullet Theory Pdf](#)

Donald T Phillips



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Ethics and Sustainability in Digital Cultures Thomas Taro Lennerfors, Kiyoshi Murata, 2023-10-09 Digital technologies now ubiquitous around the world can promote positive values as well as support those that are less socially acceptable To better understand such technologies impact on ethics and sustainability this book situates digital technologies within a cultural context arguing that the technology is received differently in different cultural contexts The book contains chapters on state of the art digital technologies such as artificial intelligence from various countries including Japan and Sweden to highlight the multifarious ways in how ethical and sustainability issues are being manifested in certain cultural contexts The book contributes to furthering understandings on the similarities and differences between digital technology implementations in different cultures promoting a cross cultural dialogue on desired values and how they are promoted or downplayed by such technologies The book is divided into two parts the former focuses on how individuals relate to new digital technologies and the latter focuses on those who develop digital technologies The book targets scholars businesspeople and policymakers interested in the interconnection between digital technologies ethics and sustainability from various cultural viewpoints It provides new case studies on a range of digital technologies and discussions about digital technology implementations in cultural contexts

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[Adopting Information Systems Perspectives from Small Organizations](#) Özgün Imre, 2017-12-08 Why do organizations adopt information systems Is it just because of financial reasons of concerns for efficiency Or is it due to external pressures such as competitor pressure that an organization adopts an information system And how does the adoption take place Is it a linear process or is the process one of conflicts Does a specific person govern this process or do we have multiple parties involved What happens if these conflicts occur among those involved How does the organization move on and achieve a successful information system adoption By investigating two organizations one international academic journal and one South American manufacturing company this thesis aims to investigate the whys and hows of information system adoption and aims to contribute to the discourse on information system adoptions in small organizations an often underrepresented segment in information system adoption literature By adopting different theoretical lenses throughout the five research papers included this body of work

suggests that even when seemingly simple information system adoptions can become rather complex. The cases reveal that the role of information systems and issues related to information system adoptions are often not well thought out in the early days of the organization. The actors' understandings of adoption and consequences mature and the information systems become more intertwined. Common use of stakeholder theory introduces general stakeholders and their interaction with the focal organization. The cases reveal that the adoption process involves multiple actors even within what would initially appear as a stakeholder and that those actors can be in conflict with each other. These conflicts often lead to negotiations and the cases reveal that these negotiations are opportunities of learning: the actors engage with the information system and with each other, gaining new knowledge about the issues at hand. The dissertation argues that there are various social worlds in information system adoptions and various factors ranging from organizational structure to social norms that often affect why and how the organization undergoes an adoption process. The multiple power relations and divergent interests of stakeholders in these adoption processes and how information systems affect other parts of the organization reinforce the need for a well thought out, flexible and reflexive approach to information system adoptions.

The Downfall of Mass Media Public Relations and the Rise of Social Media Muhammet Erbay, 2022-03-15

Treason From Within Donald T Phillips, 2023-10-03

The First Comprehensive Treatment of the Kennedy Assassination. The US government lied to the American people about President Kennedy's death. But ironically it was the American people who solved the crime. Over the past half century hundreds of researchers investigated one or more parts of the murder, often using their own expertise such as photography, computers, science, medical expertise and analytical skills. Taken together their detailed work illuminated what really happened. Author Donald T Phillips has been following the Kennedy assassination since it happened. This book begins at the end of World War II and concludes when the Warren Commission was formed. Revealed along the way is the truth about the Bay of Pigs, the Cuban Missile Crisis, the ambush in Dealey Plaza and JFK's fraudulent autopsy. During his two years and eight months in office, President Kennedy prevented the US government from instigating a war that could have involved nuclear weapons in Vietnam, Laos, Berlin, the Soviet Union and Cuba. He was leading the nation away from armed conflict, ending the Cold War and setting the stage for a lasting peace with all nations. IN doing so, however, JFK was threatening long established kopek structures within the government. So on November 22, 1963, in broad daylight, they shot him in the back and blew his brains out. It was a pre-meditated, deliberate, willful act of murder with malice aforethought. And they got away with it. No one who participated in the crime was ever brought to justice. *Treason From Within* answers the questions: Who killed President Kennedy? Why was he killed? How was he killed?

The Diaspora's Role in Africa Stella-Monica N. Mpande, 2021-11-07

Africans living in the diaspora have a unique position as potential agents of change in helping to address Africa's political and socioeconomic challenges. In addition to sending financial remittances, their multiple hybrid identities in and out of

geographical and psychocultural spaces allow them to play a role as cultural and political ambassadors to foster social change and sustainable development back in their African homelands However this hybrid position is not without challenges and this book reflects some of the conundrums faced by members of the diaspora as they negotiate their relationships with their home countries The author uses her lived experiences and empirical research to ask are members of the diaspora conduits of Western cultural hegemony at the cost of their traditional preservation and meaningful development in Africa How does the Western media s portrayal of Africa as the Dark Continent in the 21st century influence their decision making process to invest back home How could African nations governments manage their relationships with citizens abroad to motivate them to invest in their home countries How do some citizen residents in Africa and African Diaspora communities perceive each other in the context of Africa s development How could the African Diaspora collaborate with citizen residents across growth sectors to impact Africa s development The book hopes to inspire agents of change within the diaspora and features diverse African entrepreneurs success stories and their experiences of tackling these challenges The book will be of interest to aspiring entrepreneurs researchers across African studies and the expanding and vibrant field of diaspora research

Designing and Implementing Health Care Provider Payment Systems Jack Langenbrunner, Cheryl Cashin, Sheila O'Dougherty, 2009 A set of manuals to help low and middle income countries design and implement performance based health care provider payment systems

Encyclopedia of Gender and Information Technology Eileen M. Trauth, 2006 Provides a comprehensive perspective on the way gender and information technology impact each other This two volume encyclopedia contains several key terms and their definitions in order to supply readers with the an understanding of the subject

SIGMIS CPR '05 Jo Ellen Moore, Susan E. Yager, 2005

Aquatic Stewardship Education in Theory and Practice William F. Siemer, Barbara Ann Knuth, 2007

New Media Albert Rolls, 2006 This book looks at the explosion of music and video downloads and other phenomena including online communities instant messaging electronic research video games e books bloggers and more

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Spectra ,2005

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Neoliberal Inscriptions and Contestations in Hyderabad Anant Maringanti, 2007

Transnational Migration and Local Power Kathryn Rees Brown, 2007

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