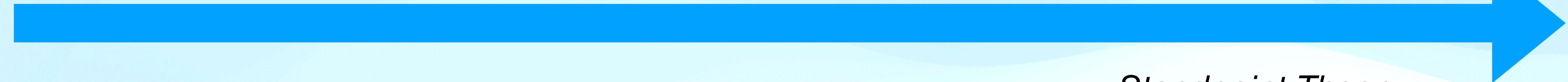


# Test Preparation

## Cultural Context + Mass Communication

Intercultural Communication

Gender



*Comm Accommodation Theory*

*Standpoint Theory*

*Face-Negotiation Theory*

*Muted Group Theory*

Media & Culture

Media effects

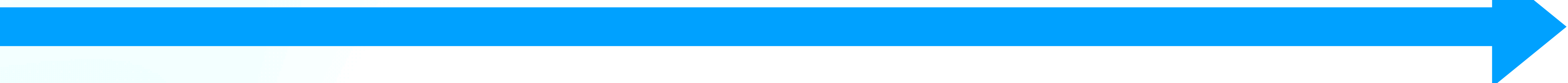
*Media ecology*

*Uses & Gratifications*

*Semiotics*

*Cultivation Theory*

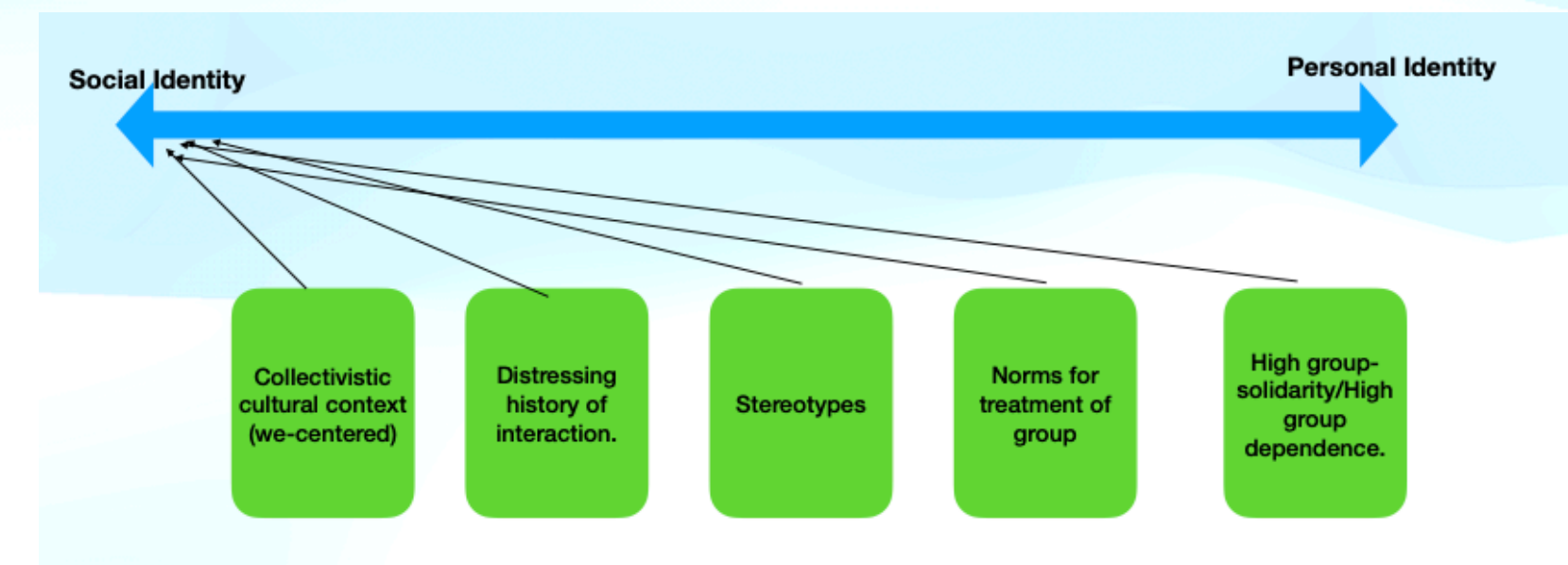
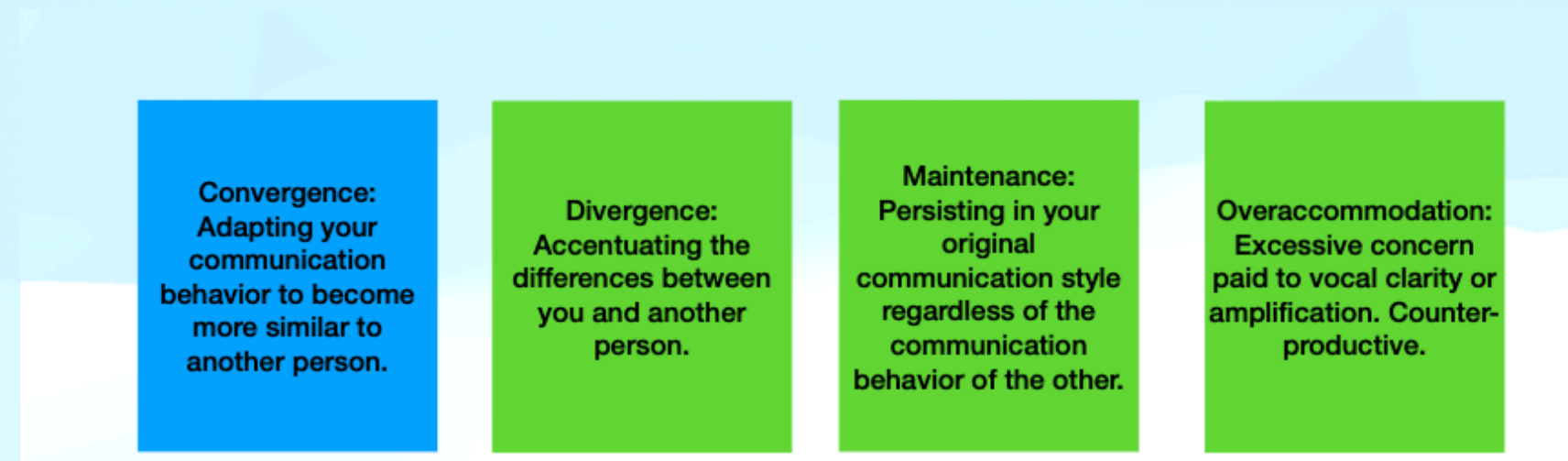
*Agenda Setting*



# Intercultural Communication

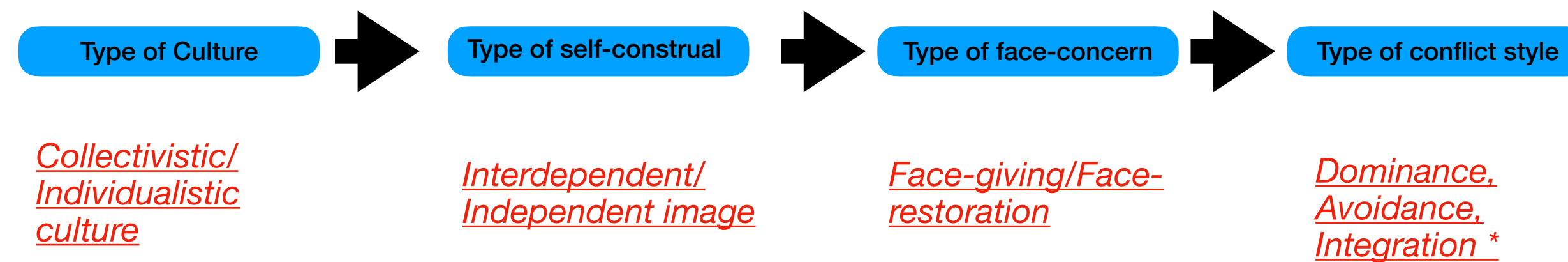
## Comm Accommodation Theory

We communicate inter-culturally based on social distance and group affiliation.



## Face-Negotiation Theory

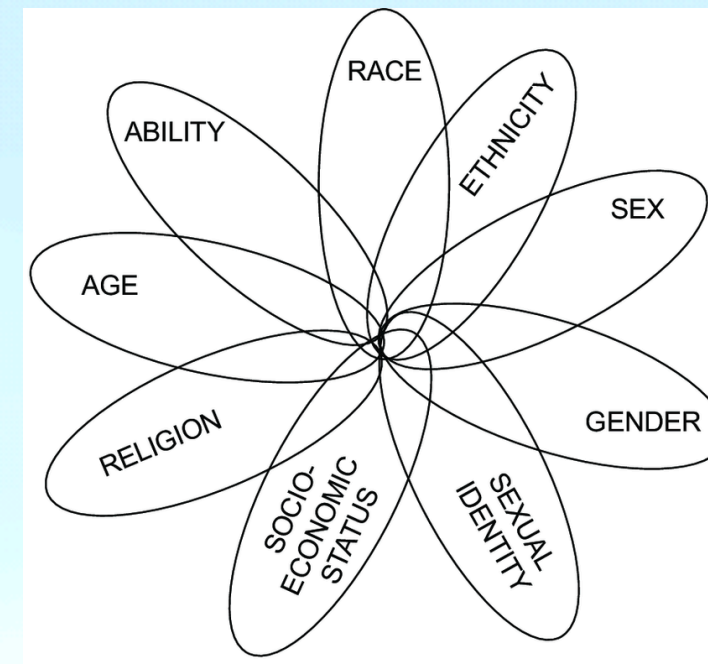
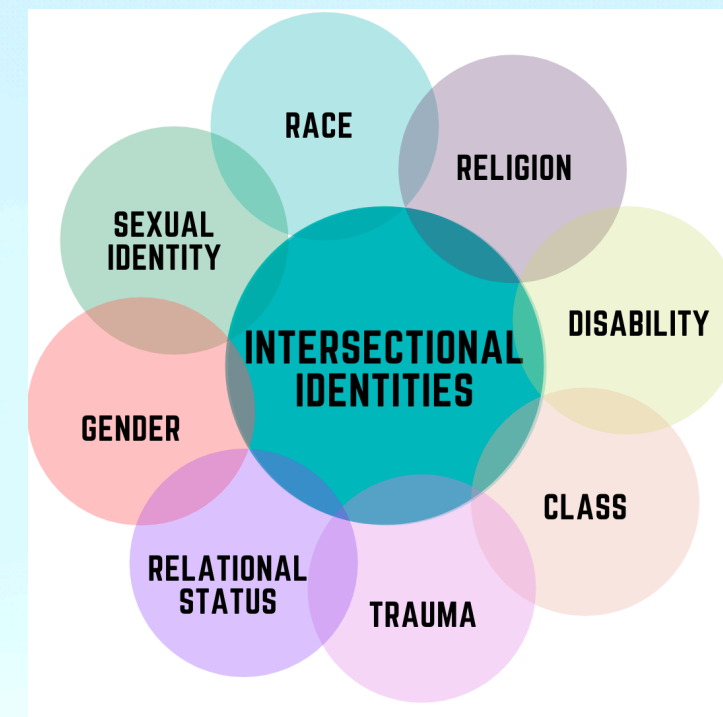
We use conflict management between different cultures to earn mutual face.



# Gender

## Feminist Standpoint Theory

We have our knowledge based on our standpoints/social locations. Women have stronger objectivity and local knowledge.



Local Knowledge: Knowledge is situated in time, place, experience, and relative power.

Strong objectivity: the strategy of starting research from the lives of women and other marginalized groups, which upon critical reflection and resistance provides a less false view of reality

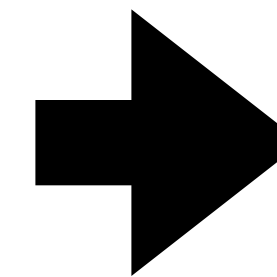
## Muted Group Theory

Women are muted.

Muted Group: People belonging to low-power groups who must change their language when communicating publicly-thus, their ideas are often overlooked

Malestream expression: Traditional mainstream mass media, controlled by men.

Gatekeepers: Editors and other arbiters of culture who determine what will appear in mass media. And they are men.



Translation: When we speak, we need to translate words to man's talk/system.

Networking with women: speaking in private.

Enriching the lexicon: e.g., sexual harassment, date rape

# Media and Culture

## Media Ecology

Media influence us, and medium itself is message.



*Faustian bargain: a potential deal with the devil or selling your soul for potential earthly gain.*

Tribal Age



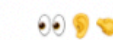
Liberate Age



Print Age



Electronic Age



## Semiotics

We use different signs, to show ideological meanings.

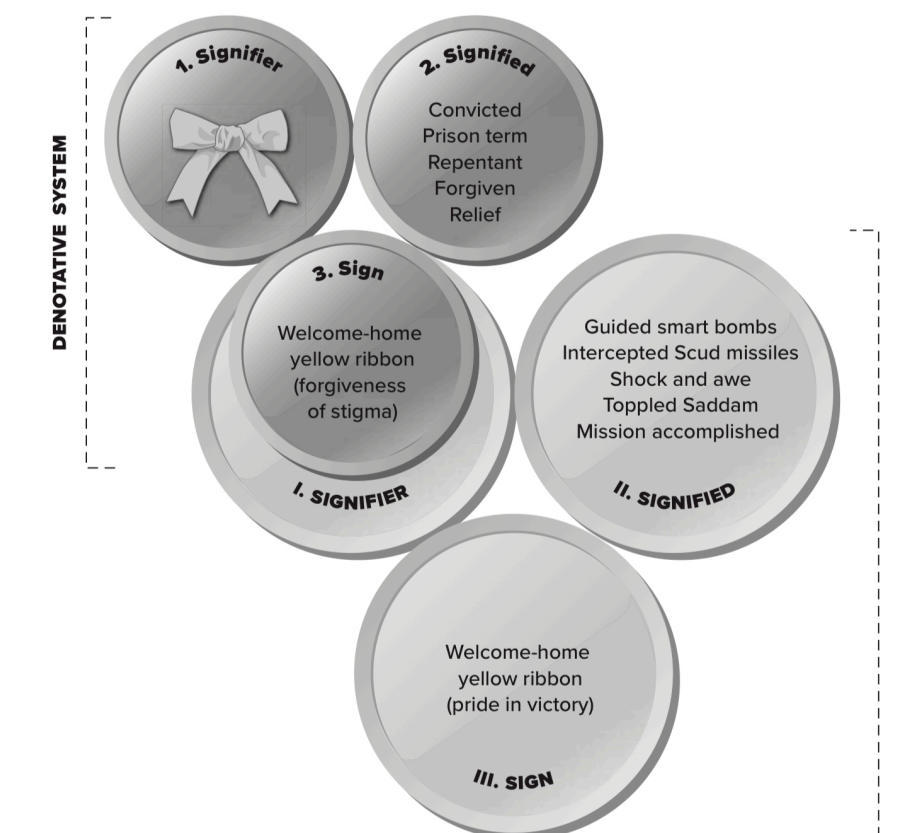


FIGURE 26-1 Connotation as a Second-Order Semiotic System  
Source: Based on Barthes, "Myth Today"

# Media effects

## U & G

Limited effect.

- People deliberately use media for particular purposes. *Not passive audience; Media effect is not uniform.*
- People seek to gratify needs through media use. *Uses and gratifications are not separate.*
- Media compete for our time and attention. *To think about the choices people eventually make.*
- Media affect different people differently. *For the same media, the gratifications can be different.*
- People can accurately report their media motivation. *About method: self-report survey.*

Passing time	Social interaction
Companionship	Relaxation
Escape	Information
Enjoyment	Excitement

## Cultivation Theory

Moderate effect.

Message system analysis

Cultivation analysis

Mainstreaming vs. resonance

Mean world syndrome

Institutional process analysis

## Agenda Setting

Moderate effect. Media agenda sets public agenda.

First level: what to think about

Second level: what attributes to think about?

Third level: What go together?

- *framing: The central organizing ideas for news content that supplies a context and suggests what the issue is through the use of selection, emphasis, exclusion and elaboration.*

- *Interest aggregations: clusters of people who demand center stage for their one overriding concern.*

***Thank you and good luck!***