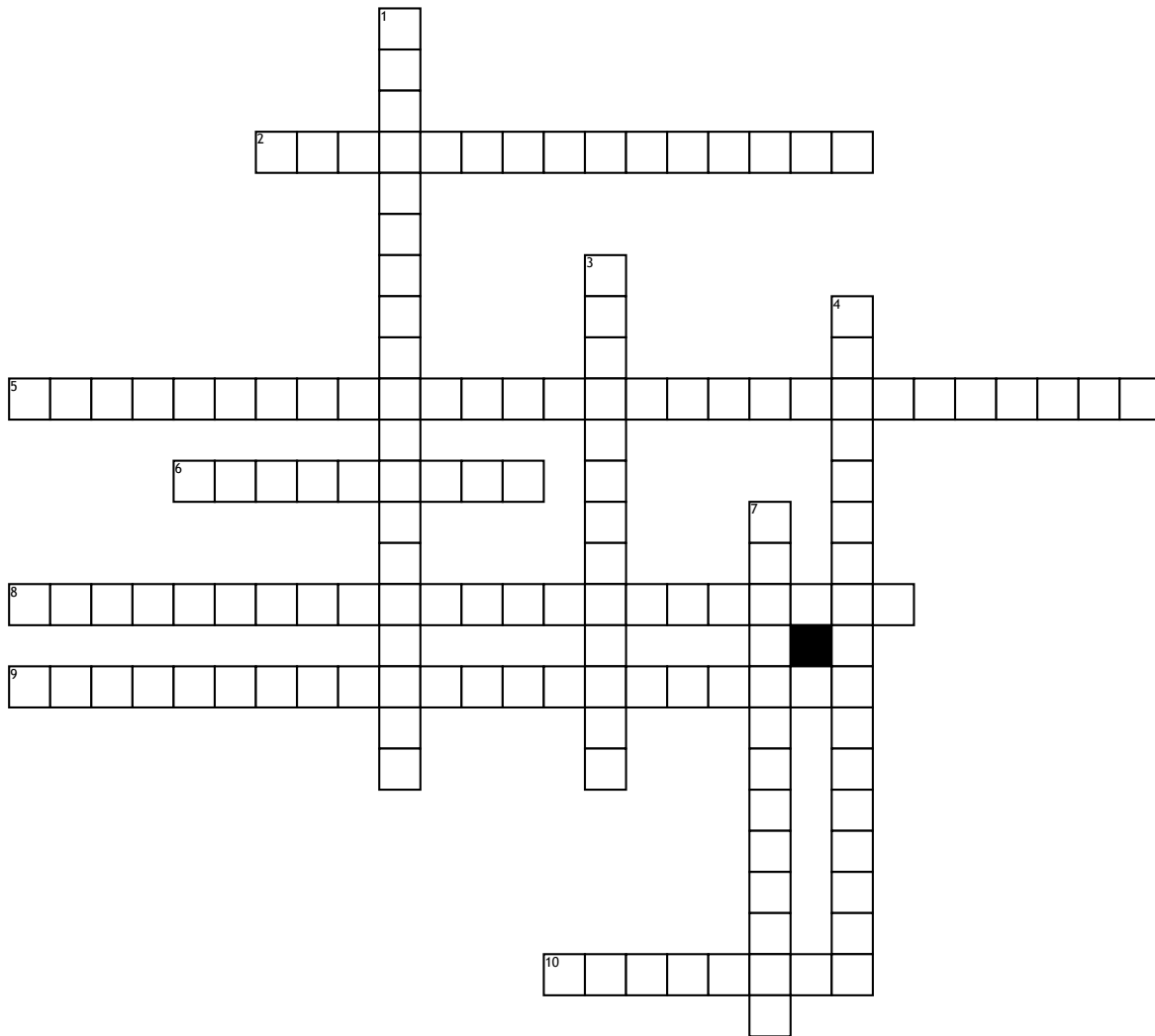


Cultivation Theory



Across

2. is a research technique used to make replicable and valid inferences by interpreting and coding textual material
5. Scholarship that penetrates behind the scenes of organizations in an effort to understand policies or practices
6. The condition that exists when viewers' real-life environment is like the world of TV
8. People make judgments about the world around them, they rely on the smallest bits of information

9. Scholarship that involves careful, systematic study of TV content

10. The index that Gerbner devoted most of his research to

Down

1. Research designed to find support for the notion that those who spend more time watching TV are more likely to see the "realworld" through TV's lenses
3. Author
4. The cynical mindset of general mistrust
7. The blurring, blending and bending process