

Name: _____

Date: _____

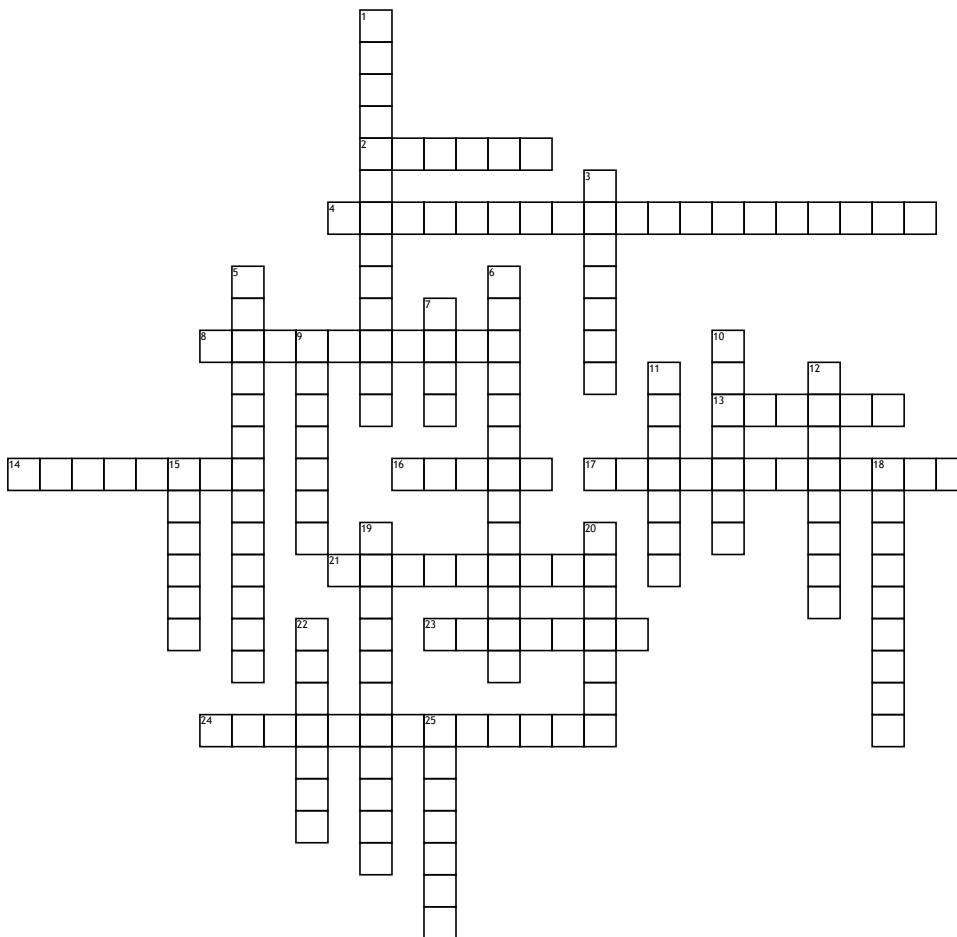
Jackie Moon's Media Theories Crossword

Across

2. _____ Theory explores how one's emotional reaction affects their understanding of new places, experiences, and objects.
4. _____ Theory states that shared themes and created fantasy chains can make a group stronger.
8. Agenda setting theory was created when people relied mainly on newspapers and _____ to get their news.
13. _____ is what your body experiences.
14. _____, according to Agenda Setting Theory, describes how news reports choose what to focus on.
16. Montage theory famously states that one plus one equals what?
17. _____ Theory states that if a government is to be considered legitimate, it should allow itself to be influenced by the public.
21. According to Public Sphere Theory, private individuals meet to talk about the government and how to _____ it.
23. Public Sphere Theory gives _____ people the ability to influence their government.
24. Speakers use Symbolic Convergence Theory to establish a connection and _____ with their audience.

Down

1. _____ are created when people connect their own stories to the theme established by the speaker.
3. Affect Theory states that people's _____ are based on the way they feel about things.
5. This theory explains news coverage can affect the public's perception of what news is important.
6. This theory states that the relationship between the shots of a film affects the viewer more than the content of the film itself.
7. Montage Theory is unique to what industry?
9. According to Kuleshov, what has the greatest effect on the viewer's perspective of a film?
10. Agenda setting theory focuses on how the _____ of the news affects the public.



11. A person using Symbolic Convergence Theory would be sure to create and use _____ with their audience based on the stories they tell.
12. Affect _____ is one's emotional response to a situation.
15. The Public _____ refers to the "middle place" where citizens met to discuss their government.
18. _____, according to Agenda Setting Theory, describes how news reports choose what not to say.
19. According to Public Sphere theory, the public is made up of the government and private _____ who both exist and affect each other.
20. According to Kuleshov, people create what based on the order of shots in a film?
22. Speakers establish shared symbols by telling _____ to their audience.
25. Affect Theory states that affect plus meaning equals what?

