

Name: _____

Date: _____

Media Theories

Across

2. A person using Symbolic Convergence Theory would be sure to create and use _____ with their audience based on the stories they tell.

5. _____, according to Agenda Setting Theory, describes how news reports choose what to focus on.

8. Affect Theory states that affect + meaning=

12. According to Kuleshov, what has the greatest effect on the viewer's perspective of a film?

15. This theory explains news coverage can affect the public's perception of what news is important.

16. Speakers establish shared symbols by telling _____ to their audience.

17. Agenda setting theory was created when people relied mainly on newspapers and _____ to get their news.

18. This theory gives _____ people the ability to influence their government.

19. _____ Theory explores how one's emotional reaction affects their understanding of new places, experiences, and objects.

21. This theory states that the relationship between the shots of a film affects the viewer more than the content of the film itself.

22. _____, according to Agenda Setting Theory, describes how news reports choose what not to say.

23. _____ are created when people connect their own stories to the theme established by the speaker.

24. Speakers use Symbolic Convergence Theory to establish a connection and _____ with their audience.

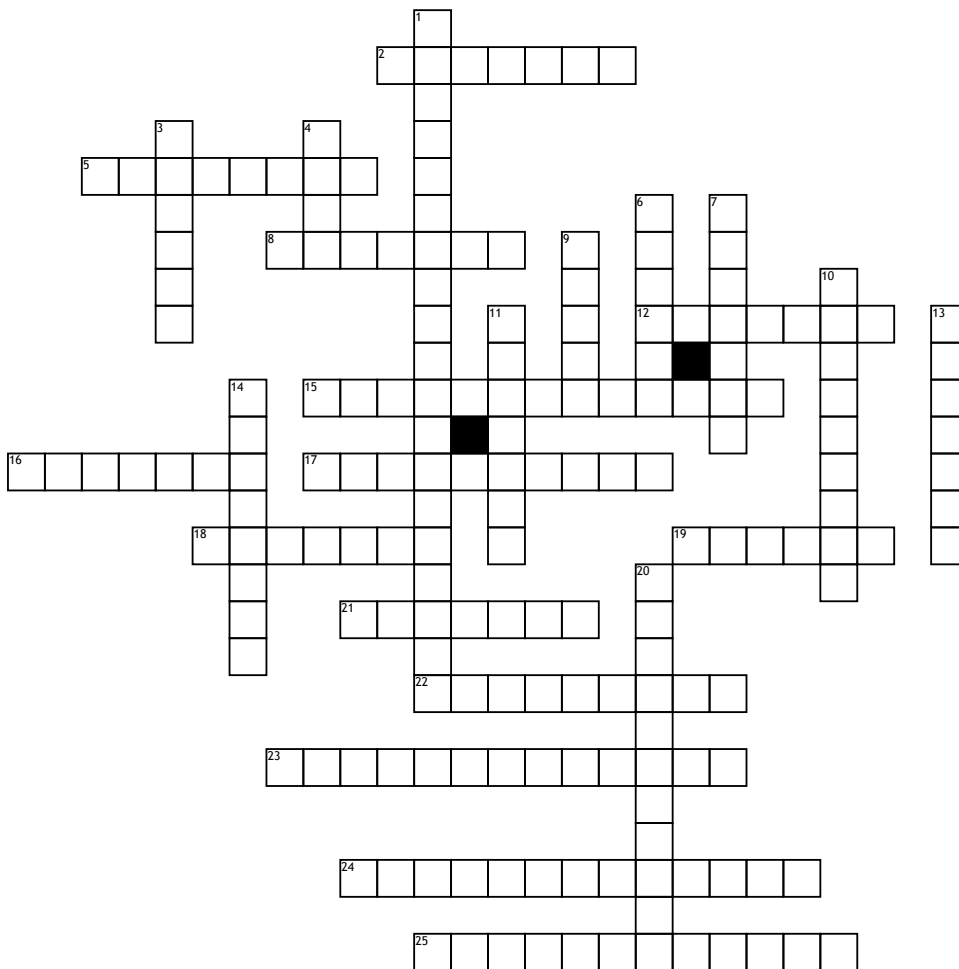
25. _____ Theory states that if a government is to be considered legitimate, it should allow itself to be influenced by the public.

Down

1. _____ Theory states that shared themes and created fantasy chains can make a group stronger.

3. The Public _____ refers to the "middle place" where citizens met to discuss their government.

4. Montage Theory is unique to what industry?



6. _____ is what your body experiences.

7. Affect Theory states that people's _____ are based on the way they feel about things.

9. Montage theory famously states that one plus one equals what?

10. According to Public Sphere Theory, private individuals meet to talk about the government and how to _____ it.

11. According to Kuleshov, people create what based on the order of shots in a film?

13. Agenda setting theory focuses on how the _____ of the news affects the public .

14. Affect _____ is one's emotional response to a situation.

20. According to Public Sphere theory, the public is made up of the government and private _____ who both exist and affect each other.

