Discuss the concept that attitude and opinion change were considered to be measures of personal. This was because they were assumed to be enduring. Is this assumption still applicable today? Why and how? .(chapter 8)

Attitude is an action toward or away from an attitude object. An opinion is the way people express their attitude or believe. This could be verbalized while attitudes possessed positive and negative drive value. Tow major of research was done by Hovland and Janis address Laswell model of interpersonal communication who says what to whom in what channel with what effect or outcome. In 1953, this was looking for cause and effect and how one elicits change on another.

Hovland, Kelly, and Janis argued attitude and opinion are enduring. They used three steps in order to determine whether attitude change occurred or not. They include attention, comprehension, and acceptance. Not every message that will catch people’s attention. When the message is complicated, it is hard to comprehend and understand. To make the change, individual should accept changes to avoid any regret later. To overcome this regrets we need to work hard to make sure that we carry out the right decisions and which we are comfortable in.

A research on persuasion involves four parts that are communicator, message, audience and response. Credibility goes hand in hand with the communicator's ability to persuade someone. People tend to do dangerous things when in a group than individually. Persuasion is more successful when the individuals are personally convinced r influenced by an absolute choice. Humans are expected to be active in a given task if they are more involved in the persuasion. Someone with an interest in something is more likely to be persuading over time. Using less effort than that who lacks in Personal Influence. The message and credibility are some of the main factors that affect the rate of influencing persons into something.

In the two-step flow of communication, an individual fundamentally influences the other. The media will be more efficient in eliciting change than any other channel. Its influence is indirect rather than direct. Opinion leaders also play a great role in persuading groups of people. It is out of the persuasion that the public makes a choice based on how convinced they are about these choices.

The basic categories which Hovland, Janis, Lumsdaine, and Sheffield addressed in their persusion research are communicator, content, audience and response. It considered central to attitude change. Hovland used Lasswell's formula of "who says what to whom with what effect."

The Communicator (Who) the group studied source credibility, looking at trustworthiness and expertness. They found that, while high-credibility communicators produced better amounts of attitude change, low-credibility communicators produced little attitude change. Another found, when a person with high-credibility gives false information, a person will dissociate from the source.

Content of the Communication (Says What) they looked at the nature of the appeal itself and the organization of the appeal (one-sided versus two-sided arguments and which argument of two-sided arguments has the most impact, the first or the most recent).

Audience (To Whom) they examined the role of group membership and individual personality differences in shaping attitudes. They found people are differing affected. The more highly involved someone is in a group, the more likely they are to conform to that group.

Responses (With What Effect) they wanted to find out what factors affected the staying power of an attitude change.

All in all, under certain conditions active participation induced by role-playing or by other devices tends to augment the effectiveness of persuasive communications.

**In light of the information presented in “personal Influence: The Two Step Flow of communication( chapter 9)” “project Revere(chapter 10)” and several outside articles, discuss the concept of a “minimal effects” theory of mass media influence.**

The minimal effect model stated that media has not as powerful as previously. Many researchers now argued that the effects of mass communications had been overestimated. Also the idea of a passive audience in early study of magic built was rejected. Recently, the media can transmission the information to opinion leader who assess the message. Over the time, communicators continued looking for the media effect on the audience. They found that the media can only reinforce existing beliefs formed through community, class, religion, and discussion. Only politically involved people paid any real attention to media coverage. two studies that aim to discover the media effect which are, the people choice 1940 and project revere 1950.

When Lazarsfeld, Berelson and Gaudet studied the effects of the Roosevelt presidential campaign of 1940, they found that people were not persuaded by the campaign efforts. There was some influence but this had more to do with reinforcement of a position someone already had than with actual change. Also the researchers found that people were in fact influenced a lot, not by the media but with which called opinion leaders. Opinion leaders are those who influence and inform the people around them. Typically opinion leaders expose themselves to media in order to be informed and reinforce their standpoints with arguments so, two-step flow model was proposed were people are influenced by opinion leaders. The media use of these opinion leaders was of course very different than the old powerful media model would suggest. The study of Revere project started three years later 1948. Leaflet as medium that piece of paper containing print, photographic, or drawing. The distributing the messages was without normal of communication channel access. The advantage behind this leaflet, it reached to target population that media do not exist. The quality of the information through word mouth was major thing in Revere project.

As Lazarsfeld proposed, the powerful media paradigm was rejected and scholars. Coming up with minimal effects theory instead. People are more likely to be persuaded through social means and therefore media use and influence should be studied from this perspective not viewing the audience as uniform and passive. Taking into consideration audience factors, seeing that effects can be differ from person to person and group to group. This attitude can be described by a famous quote from Berelson "Some kinds of communication, on some kinds of issues, brought to the attention of some kinds of people, under some kinds of conditions, have some kinds of effects."

**Discuss the concepts of message diffusion through society and address the processes involved: also, is the initial medium a determiner of diffusion. If so why or if not, why?**

The concept of the massage diffusion is when the massage moves through social networks. That means from person to person by conversion and discussion. The project revere establishes an experiment to examine the effectiveness of the interpersonal communication to spread a massage (Coffee Slogan). They discover that the process of the massage going through two stages in order to get the target population. First, the team getting the massage ready within the leaflets which work as a media source. Then, people who get a leaflet who serve as opinion leaders they will not just read it but they will give it and talk about with others. So, they found the Coffee Slogan experiment to stimulate the learning of the slogan and its diffusion. Basically, what they did is to proms recipients a free bound of coffee if they help to lean a slogan and pass to others. They discover that moving the massage through personal contact, result in the massage incompleteness, inaccuracy and distortion.

Is the initial medium a determiner of the diffusion? why

1. **Discuss the effects of negative appeals on persuasion. Hovland et al should get the discussion started.**

Because of multitude of factors that influence adoption of innovations, instructional technologist will be better able to explain, predict and account for the factors that obstruct or facilitate the diffusion of their products. Rogers argues that diffusion is the process by which an innovation is communicated over time among the participants in a social system. The starts of the diffusion of innovations theory are diverse and extent multiple disciplines. Adopters are the slight unit of analysis. In most studies, adopters are individuals, but can also be parties such as businesses, schools, clusters within social networks, or countries. The people social descion making affect how person may adopt new idea. However, Rayan and Grross 1930 desinged a study that aimes to discover how and why people adopt. People going thorough multi process I order to adopt new idea or new things. This steps involve, attention, comprehension and action.

Adoption as a contact of the media appears on the Corn experiments that done by Rayan and Gross 1930”s in Iowa. They aims to see the how people readiness to adopt new idea . So, they work with Iowa University to introduce a hyped corn to farmers instead of the one that they use and observe their techniques in adopting the new form of the seed. Their reaches aim to discover what background factors played part in the adoption and how farmers know about the now haired seed by which channel and finally the period of time that take between farmers know about the seeds and adopt it. So, they designed their study in one of Iowa community. They spared the news about the seeds between farmers and throughout the radio. Eventually, they designed questions to evaluate when and how farmers know and adopt the hybrid corn respectively. They found out that, the economic background of the farmers affect whether or not they adopt the new seed. Also, they found out that the channel where the farmer heard about the hybrid seed affect their adoption. For example, farmers convinced more in adopting the hybrid seed when they know about from friends. Moreover, they realize that there was a gap time between the time farmers know about the corn and the time when they adopt. Finally, they discover that interpersonal communication play high significant role in conveying farmers to adopt the new hyprd seed. Friends and neighbors were the two elements who brought hybrid seed to farmers mind and encourage them to use it.

**The current reading addressed various of propaganda. The text addressed propaganda and the Video presentation also mentioned propaganda. Either by name or by allusion, identify propaganda, define pertinent terms discuss its functions and explain why propaganda and its evasion is an important area in media effects studies.**

Propaganda is an effort to manipulate other people belief, attitude or action by multi ways such as, movies. Propaganda is a false information that work within one side agenda. However, propaganda is different than other source of information. Propaganda may work with terms like brainwashing, commercial advertising and political comping.

Propaganda takes place in the media area for many reasons. First, its play a major role affecting people attitude and behavior. Also, usually propaganda needs a media source in order to transfer a massage. Most of times, politicians use propaganda to serve their own agenda. In WWll, propaganda used by US and Germany serving each of them agenda perfectly. On one hand, the Us military decides to establish a serious of movies that would convince Americans to get involve in the war. So, they asked Frank Capra to designed movies that will persuade American citizen to go to the war and defend themselves and others. Meanwhile, these propaganda movies give information about Nazi party in German and how they destroy everything in their ways in order to win. US makes these movies with set up agenda to work in their side during war.

On the other hand, Nazi party used propaganda as well. Hippler the head of the Nazi party film ministry produced one of the most anti- Jaws movie in order to convince German by Holocaust. They provide information in a way that once one sees, he/ she will encourage and support the Holocaust. They also serve their own agenda without thinking that these information is not true or it just provide one side of the truth. In all, propaganda is an important element of the media effect. Simply, because it has an effect over audience. Propaganda can affect people attitude and opinion. As the why we fight movie, it motivates American to go to the war.