

--Question Starting--

Match the following theories with the scenarios where they are most applicable:

1. Theoretical Framework Scenario

I. Agenda-setting (McCombs and Shaw) A. A viral dance challenge spreads across social media platforms, engaging millions globally.

II. Moral panics and media amplification (Stanley Cohen) B. A news outlet consistently highlights the dangers of a new street drug, leading to widespread public concern.

III. Memes, virality, and participatory culture C. New government policies are frequently the lead stories in the news, shaping public opinion on political priorities.

Choose the correct answer from the options given below:

(1) I-C, II-B, III-A

(2) I-A, II-C, III-B

(3) I-B, II-A, III-C

(4) I-C, II-A, III-B

Answer Key: 1

Solution:

? Agenda-setting by McCombs and Shaw emphasizes the power of media to influence the importance placed on topics through their frequency and prominence in news. Scenario C, where government policies become focus points in news, aligns with this theory.

? Moral panics and media amplification by Stanley Cohen discusses how media portrayal can exaggerate societal concerns, often leading to moral panics. Scenario B, involving media-driven fear over a street drug, fits this framework.

? Memes, virality, and participatory culture pertains to how cultural items are spread among people in a participatory manner, often becoming viral. Scenario A, featuring a dance challenge that goes viral, exemplifies this phenomenon.

Hence, Option (1) is the right answer.

--Question Starting--

Match the following concepts with their most likely impacts on societal perception:

1. Concept Impact

I. Agenda-setting (McCombs and Shaw) A. Increases public engagement through shared cultural phenomena.

II. Memes, virality, and participatory culture B. Shapes public perceptions of what issues are most important.

III. Moral panics and media amplification (Stanley Cohen) C. Leads to heightened societal anxiety over specific issues.

Choose the correct answer from the options given below:

(1) I-B, II-A, III-C

(2) I-C, II-B, III-A

(3) I-A, II-C, III-B

(4) I-B, II-C, III-A

Answer Key: 1

Solution:

? Agenda-setting by McCombs and Shaw illustrates how media can prioritize issues, thereby influencing public perception about what is important, which aligns with Impact B.

? Memes, virality, and participatory culture drive engagement and sharing among communities, linked to Impact A, showcasing shared cultural dynamics.

? Moral panics and media amplification by Stanley Cohen describes how media can amplify specific societal issues, causing increased anxiety and concern, fitting Impact C.

Hence, Option (1) is the right answer.

--Question Starting--

Match the following media theories with the appropriate research focus areas:

1. Media Theory Research Focus

I. Agenda-setting (McCombs and Shaw) A. Exploration of how media representation can escalate societal concerns.

II. Moral panics and media amplification (Stanley Cohen) B. Study of how news content prioritization influences public agenda.

III. Memes, virality, and participatory culture C. Analysis of how content becomes viral and the role of community participation.

Choose the correct answer from the options given below:

(1) I-B, II-A, III-C

(2) I-C, II-B, III-A

(3) I-A, II-C, III-B

(4) I-B, II-C, III-A

Answer Key: 1

Solution:

? Agenda-setting by McCombs and Shaw focuses on how media prioritizes issues, influencing the public agenda, aligning perfectly with Research Focus B.

? Moral panics and media amplification by Stanley Cohen centers on how media can exaggerate societal concerns, which corresponds to Research Focus A.

? Memes, virality, and participatory culture deals with the dynamics of how content spreads and engages communities, which is encapsulated in Research Focus C.

Hence, Option (1) is the right answer.