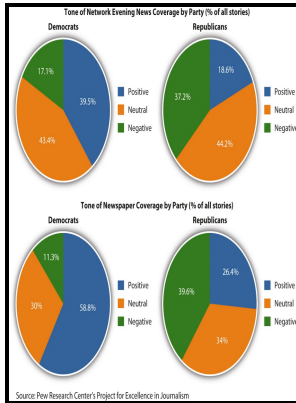


# Effects of mass communication, with special reference to television - survey

Leicester University Press - Cultivation Theory and Media Effects



Description: -

- Television broadcasting -- Social aspects

Mass media -- Social aspectseffects of mass communication, with special reference to television - survey

- Working paper (Great Britain. Television Research Committee) -- no. 1]effects of mass communication, with special reference to television - survey

Notes: Bibliography: p. 79-80.

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## Cultivation Theory

New frontiers of knowledge are opening day by day and the horizon of human knowledge and understanding is expanding very fast.

## Cultivation Theory

Audiences do not always hold similar perceptions regarding mediated messages. At present more districts like Cuttack, Puri and Balsore are being included in the scheme. In the INSAT states Andhra Pradesh, Bihar, U.

## Impact of Television on Behaviour

There are Advisory Committees, one at the state level for the entire INSAT project and another for ETV programmes through the INSAT. As media industry especially in developing countries continue to work towards the digitization of its operations media organizations in Nigeria are not left out in this drive. Gerbner, George; Gross, Larry P.

## Two

This exposure may influence the behaviour and attitudes of the youth negatively leading to them to engage in premarital sexual behaviour leading to unwanted pregnancies among other effects. Urbana: U of Illinois, 1971. He must know some general principles of using the mass media.

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