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Intro to CCT

10/02/2020

Controversy on Giants' Assumptions

Proving the theory requires the assumption as the fundamental base. Similarly, the confidence of the milk that is not expired was established based on the trust between you and the supermarket. There are two typical methods for testing an assumption, testing the independent and independent variables and putting in test with the case studies.

In Paul Lazarsfeld's theory of two-way-flow, another hypothesis was raised as the premise, the limited effects theory. During the 1950s, there was limited evidence to show the mass media can influence listeners effectively. Thus the Limited Effects theory started with individuals' perspective, answered the question for the limited influence. And the two-way-flow theory was built on the assumption of limited effects theory (Katz & Lazarsfeld, 2019).

However, Carl Hovland conducted a case study that showed US soldiers have limited influence after viewing the motivational films. And there are other independent variables than independent factors like mediating and intervening variables that determines the level of soldiers' motivation . (A.B.Umar, 2019)

Marshall McLuhan also raised the question about the theory of two-way-flow. In the theory, Paul Lazarsfeld emphasizes the penetration power of media as the key factor of mass media's influence. However, Marshall questions it by pointing out another interpretation on the media's influence. "Sense Expectation Theory posits that media effects are culturally induced and are medium specific." (A.B.Umar, 2019) Thus, Marshall suggested besides the penetration power, there were other roles played by the media that can reinforce its influential power.

After the two-way-flow theory was raised, Paul put it into the test with the device called Stanton-Lazarsfeld Program Analyzer also called the Annie Project. The purpose of the project is to analyze the influence of mass media in society and the experiment result gave some accountable outcomes. However, there was some controversy about the assumption of the experiments, and that was whether the device can show people's thoughts about the media correctly. Some argued that the methodology was too simplified and to some degree, other valuable thought was filtered and ignored. Thus, the result of the experiment remained questionable.

In French and Raven's bases of power, French and Raven examined and categorized totally 6 of the governing powers which are coercive, reward, legitimate, referent, expert and information power that was lately added. The theory was highly popular and after a decade Philip and Chester critiqued and reanalysed the theory. They suggested that there were some methodologically suspect in the theory and analysed six case studies to support their idea. They found out the case studies data have limited support on the theory, especially for the respect and the referent power. Thus they conclude that the existing research cannot draw the clear relationship between six powers and variables (Podsakoff & Schriesheim, 1985). Less empirical evidence became the main controversy and in the conclusion, and in suggestions, Philip and Chester encouraged to conduct more research to fulfill the gap.

During the research, I found out the controversy oftenly raised by two factors, insufficient empirical research to support and uncontrolled variables. However, all of the reanalysis research I used has suggestions for making more future research targeting those weaknesses. Thus it can be concluded that those theories have support in normal circumstances but still need evidence in the extreme situation.

Reference

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