

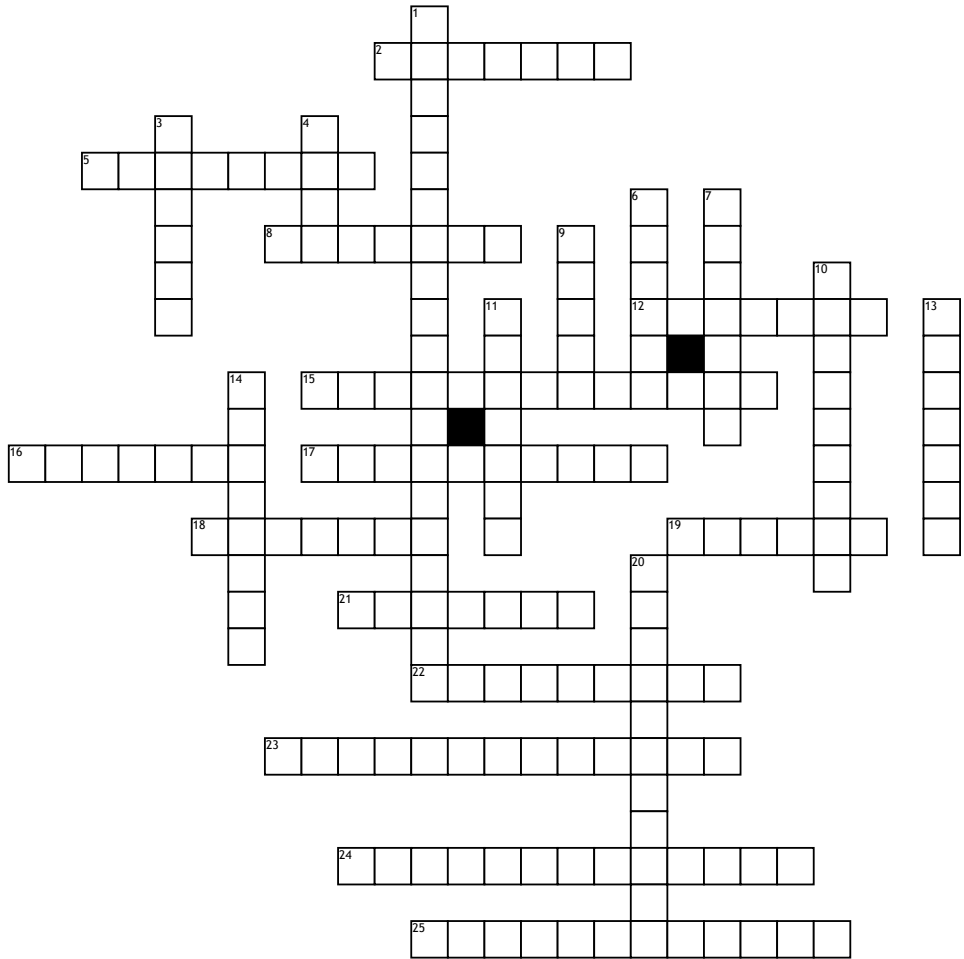
Media Theories

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.

