

Learning Unit 4

Summary

	<i>Topic</i>	<i>Text</i>	<i>Language & Academic Skills</i>	<i>Assignments</i>
4	Persuasion & Influence	Elihu Katz and Paul F. Lazarsfeld, <i>Personal Influence</i> [1955]	Comparing and contrasting. Working in groups and presentation skills. Giving peer feedback.	Relate the argument of Katz & Lazarsfeld to the transmission model of communication

Overview

What is the role play by people in the communication process? This session explores one of the founding theories of media effects: Katz and Lazarsfeld's "Personal Influence." The session also covers other "limited effect" theories on the sociological processes which guide individual exposure and perception.

The learning materials consist of PowerPoint presentations introducing the topic, handout / online worksheets, film excerpts, examples of newspaper articles, and further reading and resources.

Objective

At the end of this lesson students should be able to have an overview of the subject in order to be capable of describing, analysis, applying, and assessing limited effect theories.

Language & Academic Skills

Applying theoretical concepts. Reading strategies. Critical analysis.

Activities

A1. Unpacking texts

- Alphabet soup on the mandatory reading and its key point (created by former students)
- Comprehension of concepts: five questions about key words appeared in

A2. Analyzing texts: comparing and contrasting

Listen to Nicholas Christakis talking about "the hidden influence of social networks." As you listen, write down expressions of **comparison (similarity)** or **contrast (difference)**.

How would relate Nicholas Christakis' argument to Katz & Lazarsfeld's personal influence?

A3. Applying theory



- Watch the French documentary “Dark Side of the Moon,” directed by William Karel. And answer the following questions:
 - As to the content, to what extent do the media affect American public in the documentary?
 - As to the documentary as a whole, to what extent and in which ways does the film affect you?

Assignments

Write a 350 word comment comparing and contrasting Lasswell and Lazarsfeld’s model of communication.

Resources

<i>Type</i>	<i>Content</i>	<i>Context</i>
Video	<u>Dark Side of the Moon</u>	See information on the French documentary here .
Textbook supplement	<u>Key Themes in Media Theory</u>	A critical introduction to the key theories of media studies. The volume brings together different schools of media theory into a comprehensive text, examining in depth the ideas of key media theorists such as Lasswell, McLuhan, Hall, Williams or Barthes.

