



# **Media and Society: 15**

## Summary

# Lasswell's Model

- “Who says what in which channel to whom with what effect?”
  - WHO says
  - WHAT
  - in which CHANNEL
  - to WHOM
  - with what EFFECT?



Harold Lasswell, 1902-78



# Is it a 'media' question?

- **“Who?”**
  - What is the (human) composition of the organisations/industries that create the media content we encounter in the world around us?
- Is this ok? Should it be different? If so, why?
- What are the problems?



# Is it a 'media' question?

- “What?”
  - What is the actual, observable content of the media around us?
- Not just the media we use but the media used by people across societies around the world
- Is this content different in different places? What are the reasons? Does it matter?



# Is it a 'media' question?

- **“In what channel?”**
  - How does the content reach the receiver?
- What are the implications of information transmission through one medium rather than another?
- Does it make a difference if we receive information through tv, newspapers, social media? How?



# Is it a 'media' question?

- **“To whom?”**
  - Who is the audience?
- What kind of people choose what kind of content?  
Why?
- What do people get out of media? How do they use media (content) in daily life?



# Is it a 'media' question?

- **“With what effect?”**
  - What (if any) “effect” does the consumption of media content have on the audience?
- What the what is an ‘effect’ ?!
- Probably the most important question in media studies but actually the area where we understand things the least.... (so, it depends)



# Is it a 'media' question?

- **Other questions...**
- If your question doesn't seem to fit into Lasswell's framework then you might not be asking a 'media question'.
  - Why is X popular now?
  - Does social media promote X?
  - Why does country X censor this media content?



**That's it!**

**Thanks for your attention**

**Enjoy your break!!!**