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Media Theories

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| **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. |