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## UNIT 5 SELECTIVITY THEORIES

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### 5.0 INTRODUCTION

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In the previous Block you were exposed to Sociological Theories which explored the relationship between mass communication and society. This Block explains the importance of psychological concepts vital in understanding how we communicate with each other and what are the factors that influence the way the messages are perceived, understood and accepted. The psychological approach to understanding communication gave rise to many theories which include Selectivity theories, Individual Difference theory, Persuasion and Attitude and Theories of Learning; which will be discussed in this Block.

Selection by individuals is a mental process. Individuals seek information and appreciate information which usually reinforces their beliefs. The tendency is to avoid those information or propaganda material contradicting their beliefs. Human beings evolve and personalities get developed based on various factors including experiences, emotions and sometimes due to pressure from society. All these are cognition (mental) process and related to thinking. The study of selectivity and the theories related to it are closely linked to psychology.

Selective Theories have debunked powerful effects of mass communication and theories related to it. Selective in seeing, reading, forming perception, disseminating information, grouping, socialising and communicating is the tendency in individuals as well as those who are into communication business and management. Mass communication has narrowed down to selective communication as receivers have become choosy when it comes to reading/viewing/listening content from mass media as the dissemination process has become technology dependent and forums are many.

Social media platforms have been playing a major role in the selective dissemination of opinions, news, information, analysis and firming up opinions. There are formal and informal methods to disseminate selective communication. Stimuli play a crucial role in adopting a selective process. In this Unit, we shall discuss various types of Selective Theories, the reasons for individuals/organisations to be selective in their understanding and communicating.

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## 5.1 LEARNING OUTCOMES

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After reading through this unit, you should be able to:

- describe the stages of Selective Attention, Selective Exposure, Selective Perception, and Selective Retention;
- discuss Selective Information Processing;
- explain the role of stimuli in Selective Process; and
- analyse the effect of Selective Attention and Communication.

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## 5.2 KEY ELEMENTS AND THEIR RELATIONSHIPS

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Selective process includes selective interest, selective perception, selective retention, and selective dispersion of beliefs or arguments among others. It is like a person having the capacity or ability to understand, retain and send communication or messages while ignoring the rest. In Selectivity Theories, culture also plays a prominent role. The selective process helps an individual by endorsing pre-existing beliefs whatever could be the situation.

Let us try to understand how selectivity works in communication.

### 5.2.1 Selectivity and Understanding

In simple terms, it can be referred to as a psychological activity. An individual arranges sensory stimuli s/he receives from their surroundings. One becomes very choosy while imagining or understanding subjects or issues. For example, if you like a film actor, however bad her movies are, you tend to watch her on screen and support her. In addition, you try to ignore the demerits in her movies. You may also not like to see movies of other actors who could be as talented or more talented than her. You keep voting for a particular political party because it suits your beliefs or leanings. This liking is developed for the party though you might not have analysed whether the party has lived up to its electoral promises or philosophies it has advocated. Another simple example is - you may develop a dislike for an individual just because s/he is a tobacco consumer.

Perceptions are formed selectively based on what an individual sees, hears and reads which supports or endorses one's views. Such selectivity could lead to favouritism, in addition, one may miss seeing or hearing other healthy views. Even facts, figures, information, and knowledge could be missed out if one does not have an open mind.

### 5.2.2 Selectivity and Biases

This is nothing but viewing the world selectively. People who have strong likes, dislikes and opinions will be biased in their perception. They tend to notice what they want to believe. They may ignore the beliefs that contradict their opinions or views. Such biased viewed people keep nurturing their beliefs by remaining selective in their thought process. For example, if you believe that a particular king hated a section of society based on their religion, then you would not like to get a comprehensive view of the works done by the king during his time. Any number of history books would fail to make you understand the facts about the regime of the king. If you like a particular city just because you are born and brought up there you develop a positive bias towards that place.

Biases are formed based on one's pick and choose the way of observing, hearing and understanding subjects or issues or people. Sometimes the process of selection may lack logic. However, it is difficult to counter one's biases. Such biases in the communication field are not good. Biased beliefs lead to the propagation of a certain school of thinking, distribution of ideas, ideologies, and content in the media. If a journalist is biased, then s/he will be selective in what s/he wants to produce as content and selective in talking to sources, which will suit his/her perceptions.

Biases are also viewed as positive and negative though these terms could be subjective. For example, if you are biased towards a national leader who always preferred peace to war, then you have a positive bias. However, there could be dissent voice saying that that the leader took a wrong decision and thus caused more damage to his/her country.

### 5.2.3 Selectivity and Matching Beliefs

People purposefully select messages and information that match their beliefs. It is a psychological process. A lot of research has been carried out to find as to why and how the selection process takes place. The common man and media consumers are choosy in receiving content. It is easy to filter contents which they like to receive rather than receiving all types of content. Why do people incline towards selecting congenial messages? There could be several reasons for being choosy.

Cognitive selection or exposure, seeking only information that suits their convenience, getting motivated to prefer certain things, requires less cognitive effort to for processing information. Moods too influence selection. Several reasons may work at a time or only one reason could be the contributing factor. Human cognition has its own limitation. When there is a wealth of information or chaotic information, then it is for people to be selective and thus tread the path they like to. Otherwise, they would be wasting their time and effort in processing all the available information.

If you like a particular spiritual leader, then you will be selecting and collecting all the information about the leader. In addition, you will look for people who have beliefs similar to yours. You will start liking such people and bond with them. If an editor of a media house believes that a particular infrastructure project is not planned scientifically, then s/he will make the editorial team to reflect his/her likes and dislikes. S/he will choose writers who endorse his opinion and write accordingly. S/he will also tailor edits and opinion pieces which match one's outlook on the infrastructure project. S/he may not be ready to develop a comprehensive look towards the project due to the prejudices.

#### **5.2.4 Silo Mentality**

The dictionary meaning of 'silo' is a large structure which is usually cylindrical and functions as a storing structure. In business organisations, silo mentality is becoming common and a problem too. In the business world, silo mentality means departments within an organisation not sharing information with others in the same organisation. Companies which are into news business and organisations which are into dispersing information also have a silo mentality. In this e-era, probably all news organisations are receiving and dispersing news and infotainment content via new media inclusive of social media platforms.

Companies and organisations which are into designing content create media silos by monitoring content browsed, tweeted and posts on facebook by media employees. On a daily basis, information snippets, newsletters, and press notes are sent by companies, organisations and political parties. In a way, it is pushing only certain type of news and information on individuals. In such situations, media persons may not miss any information in a particular subject but they may miss a broader picture due to the narrow approach. Media silos could make lose the ability to analyse and develop a broader perspective.

In newsrooms, silo mentality is not uncommon. Media persons working in isolation, leads to duplication of work or creating parallel content. In media rooms, there will be different sections which have to work in unison. Usually, the tendency among journalists is not to discuss the stories on which they are working, with others. This is to maintain exclusivity. The present trend is that media houses are having divergent platforms - like newspapers, magazines, news tabloids, news websites and videos in different languages. They are also active on social media platforms like Facebook and Twitter. When there are major developments, each section will have to create content about the developments. If journalists who are at it hold discussions among themselves, then they can avoid duplication of work or parallel content creation. This would also help in putting out information quickly. Even contradictory information from a single media house on different platforms could be avoided.

A media house could be generating content in multiple languages. If content produced in one language could be translated into other languages, then a lot of resources and time could be saved. Social media platforms may take a couple of lines, while web editions can be longer versions. Such news pooling system has made beginning in India. But media management is trying to tackle this silo mentality at different levels.

### 5.2.5 Purposes Served through Selective Communication

Selective communication serves both positive and negative purposes. In a complex environment, selective communication process can help in selecting content which supports the pre-existing beliefs. This makes the selection itself easier. For example, during elections, newspapers offer a lot of information. If you have no time or interest to read all the reports despite you like electoral politics, then you will read news regarding the party or leader/s whom you like while leaving the rest. This may help you in reinforcing your belief in party or individual. This would also help in getting more information about the subject you like. The pitfall is that you leave out the rest of the news though it could be interesting and useful to develop a comprehensive look towards elections.

Selective communication helps in spreading and imposing one's beliefs and views on others. Companies which are into marketing products and services, political parties and celebrities tend to make best of selective communication techniques. It is like a one-way traffic in which unmindful of receivers' likes and dislikes, information is given. Sometimes the receivers may be influenced. At the same time, they may develop strong dislike too. There are dangers of developing assumptions while consuming selective content. It can also lead to developing sympathy, rightly or wrongly.

It is common to see selective communication by media houses. With big multinational companies and politicians entering the media field, selective communication is becoming a common feature. It is difficult to find a media house which has no biases and not indulging in selective news communication.

#### Check Your Progress 1

**Notes:** 1) Tick the correct answer.

2) Compare your answers with those ones given at the end of this Unit.

- a) Human thought process and behaviour is.....  
 Erratic                  Good                  Incoherent                  Consistent
- b) Selectivity process is .....  
 Biological                  Financial limitation                  Psychological  
 None of these
- c) Attitudes are an important aspect of cognition.....  
 Wrong                  Right                  Partially right                  Motive Pattern
- d) Biases are viewed as ....  
 Positive                  Negative                  Positive & Negative  
 Partially Positive & Negative
- e) Silo mentality in media ....  
 Good for media houses                  Leads to waste of resources  
 Leads to getting broader perspective                  Is not at all common

2) Write a brief note on purposes served through selective communication.

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3) Explain what silo mentality means in media context.

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### 5.3 SELECTIVE PROCESS AND RELATED THEORIES

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There are several communication theories and some are inter-related. Some theories could be understood better if related theories are read and understood. Hence, here some related theories are being explained.

#### 5.3.1 Cognitive Dissonance Theory

The word cognition has many meanings like comprehension, attention, awareness, observation, perception etc., while dissonance means disagreement. In psychology, cognitive dissonance is explained as the mental discomfort experienced by a person who simultaneously holds more than one contradictory beliefs, ideas, ideologies, arguments or values. The discomfort is because s/he is confronted with content which could be diametrically opposite to the beliefs or opinion s/he has. It is a thought conflict process. This theory was first proposed by US psychologist Leon Festinger in the 1950s. It was an attempt to link attitude with behaviour. Cognitive dissonance has the capacity to alter people's thinking and attitude. Attitude can influence behaviour.

If you consider yourself rational, you will try to match your behaviour with your thinking. If you are in the habit of drinking too much coffee a day despite knowing caffeine can lead to ill health, you will try to set aside those hard facts and advocate how coffee can function as a stimulant to elevate mood. By saying so, you try to reduce or rationalise the dissonance quickly. One of the positive effects of it helps in easing tension caused because of the facts. It brings back stability to mind quickly because the action is justified rightly and wrongly.

Cognitive dissonance can lead to problems when your beliefs are shaken through some act or words. Inconsistency can lead to mental stress. To get back to normalcy one may have to change their beliefs, actions or change the perception of actions.

If you go on brooding over the caffeine effect, then you have to give up your habit. That is like giving up your belief that coffee is not harmful to health.

People continue to seek information on subjects of their likings or which support their beliefs. So the selectivity theory has roots in the cognitive dissonance theory.

### **5.3.2 Socioemotional Selectivity Theory and Family Communication**

According to socioemotional selectivity, older adults develop increased positivity in attention and recall. This is because as they get older, they believe their lifespan is getting reduced and thus develop positivity in paying attention and recalling incidents. As people age, they focus more on enjoying the life to the full and nurture existing relationships. However, experiments are still taking place to arrive at conclusions.

Positive retention and recall also mean biases in information processing. In contrast to older people, younger adults prioritise knowledge and social goals because they have to walk to future with goals and meet various challenges. They are ready to experiment and explore. Hence adults and youngsters have a different approach towards selecting what they see, hear, retain, recall, analyse and pursue social goals.

Communication shapes up families and members of families. Within a family communication takes place which leads to image formation, cohesion, learning, understanding, misunderstanding, bonding, power centers, beliefs, endorsement of beliefs etc. When two individuals come together in a marriage, their beliefs and principles in life could be different. While one may be an atheist and another may be an agnostic. Such beliefs could be because of the influence of their parents, elders in the family, debates, and discussions that take place within a family. Even the culture of families is passed on from generation to generation. Belief in the family system and family values could be rooted in environment in which one grows up. So based on the beliefs they grow up, they become selective in thinking, consumption, and communication.

### **5.3.3 Reinforcement Theory**

Communication theorist Joseph Kapler's Reinforcement Theory says that the media has limited power to influence people. It can only reinforce the pre-existing attitudes and beliefs. He argued that a person's belief and attitude is more shaped up by family, friends, educational institutions, religion, society at large and stimuli. The media at the most reinforce than change, he argued. However, when a new idea is floated by the media, it may catch the attention of the audience. People usually look for and remember information that provides support to their pre-existing attitudes and beliefs. The media make use of this process by trying to provide what audience like and believe rather than trying to change their beliefs and attitudes. In other words, media houses reinforce what the audience already believes. Generally, there are two types of reinforcement – positive and negative. Both could be productive.

A reader of a newspaper would pick and choose political news which goes well with his/her belief or ideology. Rarely will s/he make an attempt to read content which contradicts ones strong opinion and belief. However, if bombarded with such messages over a period, s/he may change his/her beliefs slowly.

### 5.3.4 Social Comparison Theory

Social Comparison Theory was proposed by social psychologist Leon Festinger in the 1950s. It mainly says that every individual has an urge to gain accurate self-evaluation. It could be his talent to sing, play sports, in academics or social status. This naturally leads them to compare themselves with others. This process can also lead to self-enhancement. But later many other researchers argued that comparison is done with socially upward categories too. The media has been found to play a pivotal role in social comparisons. Such comparisons can leave both positive and negative influence.

Advertisements in the media make the best use of tendency of humans to compare themselves with others. Even social media platforms which push advertisements are trying to make business through ads which fuel one's urge for comparisons. A junior woman athlete may read a story about a woman winning a gold medal at an international competition and admire her. At the same time, the junior athlete may keep the winner as the role model and practice better. An advertisement about the launch of a new bike may feel someone who has an old bike to aspire for possessing a new vehicle or make one feel disappointed if one's financial resources do not permit to go for it.

### 5.3.5 Mood Management Theory

Leon Festinger's Cognitive Dissonance Theory becomes the base to understand Mood Management Theory. Festinger says that dissonance is produced when a person has two opposite cognitions. But it can be reduced through selective exposure to content. Mood Management theory discusses the ways a person selects media which helps in getting motivated or intensify or remain in a positive mood and thus help in managing the mood. If a person is in a happy state of mind, s/he may like to consume news or content from the media, which can further elevate mood. S/he may like to read about achievers, food outlets, and discount sales in malls or travel tips.

Playing on gadgets, reading advertisements, social comparisons by reading content or viewing also assists in mood management. If a person is depressed or bored, s/he can get inspired by reading positive reports. Even oral or written communication can help in managing the mood better. While doing so, one invariably becomes selective in choosing content or the mode.

#### Check Your Progress 2

**Notes:** 1) Use the space below for your answer.

2) Compare your answers with those ones given at the end of this Unit.

1) Tick the right answers

a) Joseph Kapler's Reinforcement Theory says:

Media has a lot of power to influence people.

Media has no role at all in influencing people.

Media has limited power to influence people.

Media can be a powerful influencer but not doing it.



b) For Mood Management Theory the base is

It is an independent theory

It is based on Sigmund Freud theories

Leon Festinger's cognitive dissonance theory

Social comparison theory

2) Define briefly cognitive concept with respect to media.

3) Name any three theories of selectivity.

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## 5.4 CORE CONCEPTS

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Every normal individual, knowingly or unknowingly, is selective in his/her decisions. Some are conscious decisions and some may not be so. In communication field, selectivity plays a key role. Psychologists and communication theorists have done a lot of research to give a theoretical perspective to selectivity, communication and connecting the two. Understanding the fundamentals of these two aspects makes it easier to communicate effectively.

### 5.4.1 Selectivity Theories: Essential Features

As the name suggests, the theories discuss the selectivity process adopted by individuals. At every stage in life, while taking decisions, whether major or minor, selection plays a role. It could be to read a book, to eat food, to watch a movie or plan travel — at all stages, thought process goes into it where choices could be available and options are made. If there is exposed information, then people tend to choose content based on their personal likes, advantage, prejudices and to reinforce their beliefs.

Selective usage of content or information or reading or viewing is what interests communication field including the media. It serves in understanding what kind of content is liked or disliked by the audience. This helps in designing content. There is a much technical support system to know the priorities of audiences, accordingly, content is pushed, especially on the Internet-based media.

Perceptions, attention, attitudes, moods, cognitive structure, expectations, opinions, beliefs, arguments, advocacy, repeated listening, repeated viewing, self-concept, and usage of stimuli are all essential features of selectivity.

### 5.4.2 Selectivity Process: Exposure Perception, and Retention

Attitude Change theories propounded by Paul Lazarsfeld, Joseph Klapper, DeFleur and Leon Festinger argued that Attitude Change process involves three forms of selectivity;

- Selective Exposure
- Selective Perception
- Selective Retention

Let us look at them in some detail.

People have a tendency to seek or favour information or content which endorses or reinforces their already existing views/beliefs. They usually avoid information that contradicts their views. This is termed Selective Exposure. People develop different attitudes towards media that promotes for example, a certain political ideology.

Perceptions are formed due to various factors including attitudes, likes, dislikes, beliefs etc. Each person perceives or becomes aware of what they want to while reading or sourcing messages in media, reading, listening to talks or discussions. Such people tend to ignore opposing views. This process is termed as Selective Perception, for example attitude towards sexual orientation, transgenders, lesbians gays and so on.

Selective Retention is what one retains/remembers after perceiving content received as media message. Each individual likes to retain what they like. If loads of advice is heard by students, they retain or remember what appeals to them most. The process of sieving and retaining is influenced by many factors. Selective retention leads to Selective Recall of words and actions. Personally we tend to remember those moments that are dearest/closest to our beliefs. But we also remember horrible and bitter experiences that have strongly impacted our lives. This selectivity process leads individuals to resist information with which they don't agree. It is a reinforcement theory invariably studied in political communication.

### **5.4.3 Selectivity Theories and Information Processing**

Information processing is the epicentre of cognitive psychology. Individual is a processor of information like a computer. The human mind, as per cognitive psychology, processes information received called input and produces an output. It passes through recognition, attention and memory stages. It is selective attention based on attentional theory, which answers the common question of how our attention is drawn to one subject ignoring others at the same time. Simultaneously our mental system is capable of switching our attention from one to many. Psychologists argue that human mental system can process only a limited amount of information that they receive and not all. Information processing is of two types: firstly, Serial Processing where the mental system processes one information at a time and do not take all simultaneously. Secondly, parallel processing is a dual task technique where all processes occur simultaneously.

Information available can work as stimuli, and at the end, there would be a response. If you see a beautiful face of a kid on a television screen, if you have the mindset to watch it and appreciate it, then you will remember the image for a short period or long term. In the end, you may react to the image you see and keep recollecting it. To explain it scientifically, the eyes receive visual information and due to electric neural activity, information received is coded which finally goes to the brain where it gets stored. The output could be memory, attention, perception, retention, and recall. From seeing the image to processing it is a selective activity. Human information processing is interactive and is a mental process and it happens in stages.

### **5.4.4 Techniques of Measuring Selective Exposure**

People do not pay attention on all the content offered by the media because they are choosy due to various reasons, as explained earlier. Audience of the media

are not consistent in their selection of content. Mood, requirements, current values, intentions and tastes; direct audience to decide their choices. Same is the approach for reading or viewing news and advertisements. While a lot of research has taken place to understand the selective approach, some tech-based tools have been designed to understand and measure selective exposure. With the tendency to consume online content growing globally, a good number of software tools have been developed to assess the exposure and consumption patterns. This helps in the promotion of business, in particular advertisements.

Selective exposure has been tested in a number of studies. One such study by Brain E. Weeks et.al (2017) pertains to modelling citizen's online political behaviour with selective exposure and incidental exposure to political information. Using a two-wave panel survey method, the study has tested the potential of selective exposure with that of incidental exposure to understand how they impact political information sharing on social media. The study points out that 'there is no universal path to sharing, but rather sharing, selective or incidental, depends on both individual characteristics and nature of the information environment' (Weeks et.al, 2017).

Studies have been conducted on selective exposure with emphasis on partisan selective exposure of political information in media. Early research revealed that selective exposure theory explained the factors responsible for limited effects of media on people's beliefs. Research tradition has shown that if people's beliefs are not challenged there will be no reason for people to change their beliefs. Media either changes or reinforces people's beliefs is the premise of this theory. Today, selective exposure research has advanced to test premises that contradict earlier beliefs (Stroud, 2010). Researchers argue that 'selective exposure may serve as an important predictor of media effects', in contrast to limited effects theory implying that the selective exposure does not indicate limited effects.

#### **5.4.5 Selective Exposure Research**

Psychologists Jonathan L Freedman and David O Sears, in their study on selective exposure, have reanalysed prevalent theories. People get exposed to a wide range of information. Despite this, it is difficult to change the pre-existing beliefs of people who hold strong opinions.

Selective Exposure research has received scholarly attention. One of the prominent areas of research is in the areas of selective exposure and polarisation (Stroud, 2010). The studies have shown that partisan selective exposure leads to polarisation and vice versa, meaning polarisation leads to selective exposure too showing reversal causal direction and has been tested in the area of political information. Researchers argue and believe that 'partisan selective exposure and polarisation may spark more political participation – a democratically desirable goal (cited in Stroud, 2010).

Communication professor R Kelly Garrett in his research argued that people do prefer to get political information though it may not go on the lines of their beliefs. They may not avoid opinions which challenge their selective likings and beliefs. A telephonic data collection done regarding a US presidential election showed that Americans used online information sources to get more information to opinions consistent with their own views while not ignoring views which contradicted their opinions. This finding contradicted the reinforcement theory.

But such an approach to information is needed for democratic election system. This argument could apply to commercial products too. If a person believes in allopathic medicines only, s/he may be ready to read information on other systems of medicine too.

### Check Your Progress 3

**Notes:** 1) Use the space below for your answer.

2) Compare your answers with those ones given at the end of this Unit.

1) Match the following

A	B
a) Attitude is	Computer processing
b) Perception is	Perception
c) Information processing in mind is like	An internal factor
d) Selective Retention follows	Way something is regarded

2) Write a brief note on the following:

- a) Selective Attention
- b) Selective Retention
- c) Selective Recall

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## 5.5 LET US SUM UP

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In this unit we discussed that to understand psychological perspectives in communication, understanding the established theories would help. Selective attention, selective recall, selective retention, attitudes, components of attitudes, cognitive process and the related subjects form the study of selectivity.

We examined theories that show the psychological process of information processing by human mind. Communication theorist Joseph Klapper's Reinforcement Theory says that the media has limited power to influence people. According to socioemotional selectivity, older adults develop increased positivity in attention and recall. In psychology, cognitive dissonance is explained as the mental discomfort experienced by a person who simultaneously holds more than one contradictory beliefs. Mood Management theory discusses the ways a person select media which helps in getting motivated or intensify or remain in a positive mood and thus help in managing the mood. Attitude change process involves three forms of selectivity namely Selective Exposure, Selective Perception and Selective Retention.

An in-depth reading and understanding of the research is essential to understand selectivity in media.

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## 5.6 FURTHER READINGS

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Baran, Stanley & Davis K.Dennis (2006), Mass Communication Theory: Foundations, Ferment and Future, Thomson Wadsworth

DeFleur, L.Melvin, (2010) Mass Communication Theories, Routledge

Johnson - Cartee, S. Karen & Copeland A., Gary (1997), Inside Political Campaigns: Theory and Practice, Praeger

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## 5.7 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

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### Check Your Progress 1

- 1) Correct answers :
  - a) Consistent
  - b) Psychological
  - c) Right
  - d) Positive & Negative
  - e) Leads to waste of resources
- 2) Selective communication helps in choosing content, which endorses the already existing beliefs and likes. It helps in making the selection of content easier. From a communication platform, audience pick and choose only what they want to hear or see while ignoring or not paying much attention to other content. But the negative influence is that the audience will neglect the rest of the content or news which may be of very important or interesting in nature.
- 3) In the business world, silo mentality means departments within an organisation not sharing information with others in the same organisation. In media houses content generators (journalists) also create silos. The tendency is not to discuss the subjects on which they are working. This may lead to duplication of work among the content generators resulting in loss of human resources, efforts, money and time.

### Check Your Progress 2

- 1) Correct choices are given below:
  - a) Media has limited power to influence people
  - b) Leon Festinger's cognitive dissonance theory
- 2) Cognition is a mental action process to acquire information, knowledge, and understanding. It uses existing knowledge to produce new knowledge. In simple terms, it can be said "information processing". The social cognitive theory of communication explains how humans perform by seeing the performance of others and imitating them. Hence, the mass media messages become the source of observation and learning. Understanding the very concept of cognition and communication has become inevitable for the media to perform better.
- 3) The three theories of selectivity are — Socioemotional Theory, Social Comparison Theory, and Reinforcement Theory.

### Check Your Progress 3

1) Correct Match

A	B
a) Attitude is	An internal factor
b) Perception is	Way something is regarded
c) Information processing in mind is like	Computer processing
d) Selective Retention follows	Perception

2) Brief notes:

- a) **Selective Attention:** People are selective or choosy while paying attention to content in the media. The attention is usually for a brief time. In every person, there are self-imposed limitations to pay attention, understand and process all information available. When there is a lot of information, good or bad, people pay attention only to that information what they like.
- b) **Selective Retention:** An individual remembers accurately what s/he likes. The mind cannot remember all the information it is exposed to. People remember properly only that information or images they like, closer to beliefs and values. Though some information which is not close to heart is remembered, it may not remain in the mind for long.
- c) **Selective Recall:** It is similar to attention and retention. People recall words, quotes, incidents and information that suit them. They may remember a whole lot of information but they recall selectively. What is retained in the mind is what is liked by an individual. Hence, the same is recalled.