

during the 1960 and 1950 interest in cultural theories of mass communication begin to develop. I limited
Effects theory focuses on whether media content can have an immediate and direct effect on specific
thoughts and actions of individuals. This theory supposes that even if there is an effect created by the
media on the thoughts and opinions of individuals, this effect is limited but it is possible to approach the
study of mass media in another way. Instead of focusing on specific effects on individuals, we can focus
.instead on changes in culture, and on how social norms change