

during the 1960 and 1950 interest in cultural theories of mass communication begin to develop. 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.