

## Chapter 1 : Explain The Mass Society Theory. - [blog.quintoapp.com](http://blog.quintoapp.com)

*Mass society: Mass society, concept used to characterize modern society as homogenized but also disaggregated, because it is composed of atomized individuals. The term is often used pejoratively to denote a modern condition in which traditional forms of human association have broken down and been replaced by.*

We need to think of mediated communication as existing on a continuum between interpersonal communication and mass communication on the other end. Today, the number and variety of mass communication theories have steadily increased. More or less independent body of knowledge from the social science and humanities literature, developed by scholars from social sciences sociology , psychology and humanities philosophy , literary analysis. There are 4 major categories in Mass Communication Theory: Knowledge can be gained only through empirical, observable, measurable phenomena physics, chemistry, etc. Do you think it will be applicable to study a society? Indonesian political marketing Hermeneutic theory Study of understanding, especially through the systematic interpretation of action or texts. Began as the study or interpretation of the Bible and sacred texts. To understand how and why a behavior occurs in the social world. Starting from the assumption that some aspects of the social world are deeply flawed and in need of transformation. Transformation of the society. Normative theory Theory explaining how a media system should operate in order to conform to or realize a set of ideal social values. Commonly used by theorists interested in press role in democracy. Four Eras of Media Theory Theories will be discussed chronologically, so you have a broad and historically grounded perspective on media. It does not mean that theories developed in orderly, chronologically stable way. Also, older theories are not completely obsolete. Newer theories, as radical as it look, for the most part are updated version of old ideas. These theories were developed in the Western culture context. Are they applicable in non-Western cultures? This is a big question. Begun at the 2nd half of the 19th century. Perspective on Western, industrial society that attributess an influential but often negative role to media. Media was feared because it was regarded as a threat to the traditional social order. The audience was considered as a passive target of media. Will be discussed later: Gesellschaft Tonnies ; mechanical and organic solidarity Durkheim ; propaganda theory ; magic bullet theories ; normative theories of media ; social responsibility theory ; etc. The Emergence of a Scientific Perspective. The use of scientific approach, carefully designed field experiment and measurement, to observe media influence on society. We will discuss the studies by Lazarsfeld, Hovland , etc. The Era of Limited Effects. By the mid, the debate between mass society and limited effects was over, in which the latter gained more support. The empirical research findings confirmed the latter view. During the s and into the s, the limited effects paradigm dominated American mass communication research. The Era of Cultural Criticism. Mass society notions continued to flourish in Europe. Both left wing and right wing concerns about the power of media, learning from the trauma of the WW II. During the s, neomarxist in Britain developed a school of social theory widely referred to as British cultural studies. Social theorists asserting that media enable dominant social elites to maintain power. The idea of active audience that uses media content to create meaningful experience. Acknowledges that media effects can occur over longer period of time while limited effect was unable to understand the media role in cultural changes. No single theory could explain all aspects of mass comm. Macroscopic theory and microscopic theory. It is difficult to implement scientific method to social phenomena. There are four reasons why it is difficult to implement scientific method to social phenomena: Most of the significant and interesting forms of human behavior are quite difficult to measure Human behavior is exceedingly complex Humans have goals and are self-reflexive The simple notion of causality is sometimes troubling when it is applied to ourselves Conclusion: The situation is complicated because social science itself is somewhat schizophrenic—it is many different things to many different people. However, theories need to be developed to understand the phenomenon, albeit partially.

## Chapter 2 : Definition of "Mass Society Theory"? | Yahoo Answers

*Up until now when traditional media boundaries are slowly melting caused by the rapid innovations in technology, the threats posed by the mass society theory are still present and the social responsibility theory's ideals are still being tried and tested.*

Introduction[ edit ] Social movements are any broad social alliances of people who are connected through their shared interest in blocking or affecting social change. Social movements do not have to be formally organized. Multiple alliances may work separately for common causes and still be considered a social movement. A distinction is drawn between social movements and social movement organizations SMOs. A social movement organization is a formally organized component of a social movement. But an SMO may only make up a part of a particular social movement. But PETA is not the only group to advocate for vegan diets and lifestyles; there are numerous other groups actively engaged toward this end see vegan. Modern social movements became possible through the wider dissemination of literature and increased mobility of labor due to the industrialization of societies. Organised social structures like modern day armies, political societies, and popular movements required freedom of expression, education and relative economic independence. Giddens [2] has identified four areas in which social movements operate in modern societies: Social movements can be aimed at change on an individual level e. Social movements can also advocate for minor changes e. Stages in Social Movements[ edit ] Blumer, [5] Mauss, [6] and Tilly [7] have described different stages social movements often pass through. Movements emerge for a variety of reasons see the theories below , coalesce, and generally bureaucratize. At that point, they can take a number of paths, including: Whether these paths will result in movement decline or not varies from movement to movement. In fact, one of the difficulties in studying social movements is that movement success is often ill-defined because movement goals can change. Since that time, the group has developed into a major player in national politics in the U. In this instance, the movement may or may not have attained its original goal - encouraging the censure of Clinton and moving on to more pressing issues - but the goals of the SMO have changed. This makes the actual stages the movement has passed through difficult to discern. Social Movement Theories[ edit ] A variety of theories have attempted to explain how social movements develop. Some of the better-known approaches are outlined below. Deprivation Theory[ edit ] Deprivation Theory argues that social movements have their foundations among people who feel deprived of some good s or resource s. According to this approach, individuals who are lacking some good, service, or comfort are more likely to organize a social movement to improve or defend their conditions. First, since most people feel deprived at one level or another almost all the time, the theory has a hard time explaining why the groups that form social movements do when other people are also deprived. Second, the reasoning behind this theory is circular - often the only evidence for deprivation is the social movement. If deprivation is claimed to be the cause but the only evidence for such is the movement, the reasoning is circular. Social movements, according to this theory, provide a sense of empowerment and belonging that the movement members would otherwise not have. Aho, [11] in his study of Idaho Christian Patriotism, did not find that members of that movement were more likely to have been socially detached. In fact, the key to joining the movement was having a friend or associate who was a member of the movement. Structural-Strain Theory proposes six factors that encourage social movement development: However, social movement activism is, like in the case of deprivation theory, often the only indication that there was strain or deprivation. Resource-Mobilization Theory[ edit ] Resource-Mobilization Theory emphasizes the importance of resources in social movement development and success. Resources are understood here to include: The theory argues that social movements develop when individuals with grievances are able to mobilize sufficient resources to take action. Some of the assumptions of the theory include: Some movements are effective without an influx of money and are more dependent upon the movement members for time and labor e. Political Process Theory[ edit ] The way that Political Process Theory is similar to resource mobilization in many regards, but tends to emphasize a different component of social structure that is important for social movement development: Political process theory argues that there

are three vital components for movement formation: Insurgent consciousness refers back to the ideas of deprivation and grievances. The idea is that certain members of society feel like they are being mistreated or that somehow the system is unjust. The insurgent consciousness is the collective sense of injustice that movement members or potential movement members feel and serves as the motivation for movement organization. Organizational strength falls inline with resource-mobilization theory, arguing that in order for a social movement to organize it must have strong leadership and sufficient resources. Political opportunity refers to the receptivity or vulnerability of the existing political system to challenge. This vulnerability can be the result of any of the following or a combination thereof: Some groups may have the insurgent consciousness and resources to mobilize, but because political opportunities are closed, they will not have any success. The theory, then, argues that all three of these components are important. Critics of the political process theory and resource-mobilization theory point out that neither theory discusses movement culture to any great degree. This has presented culture theorists an opportunity to expound on the importance of culture. One advance on the political process theory is the political mediation model, which outlines the way in which the political context facing movement actors intersects with the strategic choices that movements make. An additional strength of this model is that it can look at the outcomes of social movements not only in terms of success or failure but also in terms of consequences whether intentional or unintentional, positive or negative and in terms of collective benefits. Culture Theory[ edit ] Culture theory builds upon both the political process and resource-mobilization theories but extends them in two ways. First, it emphasizes the importance of movement culture. Second, it attempts to address the free-rider problem. Both resource-mobilization theory and political process theory include a sense of injustice in their approaches. Culture theory brings this sense of injustice to the forefront of movement creation by arguing that, in order for social movements to successfully mobilize individuals, they must develop an injustice frame. An injustice frame is a collection of ideas and symbols that illustrate both how significant the problem is as well as what the movement can do to alleviate it, "Like a picture frame, an issue frame marks off some part of the world. Like a building frame, it holds things together. It provides coherence to an array of symbols, images, and arguments, linking them through an underlying organizing idea that suggests what is essential - what consequences and values are at stake. We do not see the frame directly, but infer its presence by its characteristic expressions and language. Each frame gives the advantage to certain ways of talking and thinking, while it places others out of the picture. People carry around multiple frames in their heads. Successful reframing involves the ability to enter into the worldview of our adversaries. All frames contain implicit or explicit appeals to moral principles. In emphasizing the injustice frame, culture theory also addresses the free-rider problem. The free-rider problem refers to the idea that people will not be motivated to participate in a social movement that will use up their personal resources e. In other words, if person X knows that movement Y is working to improve environmental conditions in his neighborhood, he is presented with a choice: If he believes the movement will succeed without him, he can avoid participation in the movement, save his resources, and still reap the benefits - this is free-riding. Culture theory argues that, in conjunction with social networks being an important contact tool, the injustice frame will provide the motivation for people to contribute to the movement. Framing processes includes three separate components: Examples of Social Movements[ edit ].

## Chapter 3 : The Emergence of Mass Society timeline | Timetoast timelines

*Mass society is any society of the modern era that possesses a mass culture and large-scale, impersonal, social institutions. A mass society is a "society in which prosperity and bureaucracy have weakened traditional social ties".*

Class distinctions in cultural life continued to be very important. However, it also came to characterize the provision of recreation for the masses. The idea of mass society originated in the conservative reaction to the French Revolution. For critics such as Hippolyte Taine, the real significance of the Revolution lay not in the constitutional changes it brought about but in the deep social upheaval it caused. For these thinkers, the Revolution undermined traditional institutions such as the Roman Catholic Church and thus weakened the social bonds that held French society together. The Revolution, they argued, had not established liberty but, on the contrary, had allowed collective despotism free rein by weakening intermediary associations and communities. What was most problematic, however, was the manner in which they entered politics: Crowd mentality was conceived as a contagious and dangerous form of popular enthusiasm. Crowd psychology influenced the later development of mass society theory. In fact, many social scientists used the concepts of crowd and mass interchangeably. Similar themes emerged from the popularization of mass society theory in the mid-twentieth century. After World War II, social scientists and philosophers such as William Kornhauser and Erich Fromm turned to the concept of mass society in an effort to explain the conditions that made possible the transformation of the democratic Weimar Republic into the totalitarian Third Reich. Others, such as the American sociologists Robert Nisbet and C. Wright Mills, sought to diagnose the apathy, alienation, and general malaise they thought were afflicting modern societies. Courtesy of Michigan State University Mass society theory was based on the thesis that modernity had severely eroded the social fabric. In mass society, individuals are at once subsumed in the social totality and estranged from one another. Individuals belonging to the mass are detached or atomized. This separation does not preserve the uniqueness of each individual but, on the contrary, contributes to a process of social homogenization or leveling. Thus, the condition of alienated individuals should not be confused with individual autonomy. The same social processes that isolate people in a mass society—the division of labour, for instance—also make them highly dependent on others. Unlike in the communities of old, however, this dependence is highly impersonal. According to the German sociologist Theodor Geiger, technological advances created a society in which individuals are increasingly dependent on people they either do not know or do not care about. With the decline of intermediary institutions, the argument continued, individuals are deprived of their social ties and are subject to manipulation by the state through mass communication and mass mobilization. Theorists of mass society, however, disagreed on the principal cause of social disaggregation, some seeing it as rapid urbanization, others as booming population growth or an alienating model of industrial production. Theories of mass society can be distinguished in terms of the kind of threat they associate with it. Viewed from this perspective, mass society or, more precisely, mass culture is characterized by a growing uniformity in tastes and an egalitarian leveling that leaves no place for excellence. Critics of mass society can be found across the left-right ideological spectrum. A minority of theorists, including the French sociologist Gabriel Tarde, embraced mass society as a means of bringing together people of different backgrounds, occupations, and classes and giving them a sense of belonging to a single group. Similarly, the American sociologist Edward Shils rejected standard criticisms of mass society as based on a caricature; indeed, he lauded mass society for its inclusiveness and its valorization of individuality. A common critique was that they relied on a romantic and inaccurate representation of premodern communities. Moreover, the idea that individuals in modern societies are uprooted and atomized seemed to be refuted by studies showing the persistent relevance of interpersonal relationships, intermediary groups and associations, and social networks. The image of mass society as a unified totality was also contested by the relatively new pluralist school in American political science. Studying local dynamics of power, pluralists such as Robert A. Dahl argued that society is not a monolithic mass and it is not ruled by a united elite. Rather, it is shaped by the intervention of diverse groups representing a plurality of interests. Although mass society theory has lost much of its appeal, some of its themes have been

revived in work since the s by so-called neo-Tocquevillian theorists such as Robert D. Putnam , who argued that democracy is threatened by the weakened state of civil society.

### Chapter 4 : Social movement - Wikipedia

*It was called Mass Society Theory. It stated that the media were the evil influences that undermine the social order. This theory put forth the concept that average people were sans any defense vis-a-vis the influences of the mass media.*

Share The second half of the Nineteenth century, several mass media appeared on the communication scenario. This process of advent and growth continued up to the first few decades of the twentieth century. Movies, newspapers, radio, and magazines were used as mass communication tools around the globe during this era. The aftermath of the Industrial Revolution in Britain was a harbinger of new revolutions. In the USA, industrialization fueled economic growth. Urban areas were developed at a fast pace in that country. The clergy, politicians, and educators feared that these changes could dethrone them from their traditional power seats in the USA. The rural agrarian economy of the Big Apple was being converted into a heartless, machine-based, and urban-based economic system. Political interest and crime also grew at a fast pace. Many cultural political, educational, and religious leaders opined that the USA was becoming too pluralistic as a society. They alleged that the mass media catered to low tastes and language abilities of the immigrants who had started pouring into the land areas of both the coasts. The whites were heading towards the North. The media, critics had averred in the context of the changes in the USA, were supplying cheap media content to the newcomers immigrants. This content was sensational, poorly devised, and shabby. Thus, critics stated that the media ought to be controlled to protect the traditional values of the real country, the United States. In Europe, the Nazis came to power. Thus, the voice of dissent was heard in Europe almost at the same time when the politicians, clergy, and teachers were raising a hue and cry against the media in the USA. Thus, a paradigm was defined to counter the effects of the media on the contemporary societies of Europe and North America. It was called Mass Society Theory. It stated that the media were the evil influences that undermine the social order. This theory put forth the concept that average people were sans any defense vis-a-vis the influences of the mass media. These average people were unable to imbibe or retain superior tastes or values of any kind. Hence, the theory states, these average people are very much vulnerable to the poor-quality media content supplied by the media. The mass society theory is also called Grand Theory. See all related question in communication. See all related question in ba in journalism and mass communication.

*From a social science perspective, researchers have developed what is known as mass society theory. While mass society theory is somewhat complicated, it's based on the premise that mass societies.*

Importantly, these stories significantly influence how observers regard veterans of these conflicts. What is particularly shocking about the lack of knowledge concerning combat stress in the Second World War is that it was so incredibly rampant, yet almost comprehensively ignored. Most famously, during his visit to a field hospital in Sicily in , U. Army General George S. Patton slapped a young soldier who had been hospitalized for battle fatigue. Send that yellow son of a bitch back to the front line. Army alone not including the Air Corps over , men were removed from the front indefinitely and nearly 1. Of the nearly , soldiers who saw combat during the Korean War, nearly one-quarter were classified as psychiatric casualties. No More Vietnams It is no longer a topic of debate that the fighting during the Vietnam War was demonstrably more intense than was experienced in previous American conflicts; largely due to the mobility of the helicopter which kept troops almost perpetually embattled. The conflict and the men who fought it remain among the most misunderstood in American history. From the outset of the Vietnam War, the military employed various preventive measures to decrease the number of psychological casualties, such as providing every battalion with medical staff trained in the identification and treatment of specific mental health problems. In the initial years of the war, these protocols appeared to be largely successful. However, this was a new kind of conflict. Undoubtedly, the notion of an unknown enemy was particularly taxing on their psychological well-being. This alone hindered the development of the usual buffers against combat stress, such as unit cohesion. One-year individual tours prevented many troops from feeling as if they were truly part of something larger than themselves and hampered group morale. As the war progressed and the public began to question its legitimacy, instances of combat reaction increased Bentley, This was the first time in American history that many citizens welcomed their veterans as murderers rather than heroes. However, the malady was not recognized by the APA and the U. However, only about 55, had filed relevant disability claims; roughly half of which had been upheld by adjudication boards Price, Summary and Conclusions Though its name has changed over the ages, the construct known since as Post-Traumatic Stress Disorder has been documented since scholars first sought to explain human behavior. Medical professionals spent centuries haphazardly seeking the underlying causes of the condition, but were ultimately limited by their physiological model of medicine until the emergence of psychoanalysis. As in the time of the Ships of Fools, sane men have had difficulty accepting that not much separates them from madness. Following the Vietnam War and the belated acceptance of Post-Traumatic Stress Disorder as a legitimate disability, the public appears to have agreed with the use of their tax dollars to treat veterans suffering from PTSD. However, weakening solidarity has served to shift the responsibility for treatment to the bureaucracy of government. Ostensibly, Americans do not necessarily feel that veterans are literally fighting for them or their individual freedoms. Rather, they defend a more abstract concept of national interest which may or may not have anything to do with the observer. In a society wherein so few choose to serve, veterans are susceptible to stigmatization due to a lack of understanding of their experiences. It may be difficult for someone to relate to a particular issue if he or she does not personally know anyone connected to it. Ergo, public ignorance can prompt myths concerning the stability and worthiness of veterans as well as erect social barriers toward seeking professional assistance. This is becoming especially true as the United States has remained almost perpetually at war or in preparation for one since at least the early s. Under such circumstances, those who do not actually participate in the conflict may become detached from the media sound bites as the live feed of explosions in some distant land becomes business as usual. The role formerly filled by John Wayne in his Kevlar helmet with unbuckled chinstrap is being assumed by young chiseled men in countless films. This provides a completely skewed idea of what war is and how it affects the human mind. Where advancements in transportation and social welfare reform prompted dramatic changes in how those suffering from combat stress in the 19th Century were perceived, mass communications continue to detach citizens from the reality of Post-Traumatic Stress Disorder.

References American Psychiatric Association. Diagnostic and statistical manual of mental disorders Revised 4th ed. Shot at dawn, pardoned 90 years on. The theory of mass society. Commentary, 22 1 , A short history of PTSD: From Thermopylae to Hue soldiers have always had a disturbing reaction to war. Theory, Research, Practice, Training, 23 3 , Buddhist birth stories; or Jataka tales. The oldest collection of folk-lore extant: Department of Veterans Affairs. World War II veterans by the numbers. The letters of Charles Dickens " Vol. A history of insanity in the age of reason. Original work published Understanding and behavior in the Second World War. Madness and psychiatry in war. Producer , Alpert, J. On sheep, wolves and sheepdogs. American and the world 6th ed. Upper Saddle River, NJ: The Book of Job: Implications for construct validity of posttraumatic stress disorder diagnostic criteria. Original work published BCE. The book of chivalry of Geoffroi de Charny: Text, context, and translation. University of Pennsylvania Press. History of the Great War based on official documents: Medical services, casualties and medical statistics. Naval and Military Press. The Journal of Abnormal Psychology, 2 , A qualitative study of determinants of PTSD treatment initiation in veterans. Psychiatry, 72 3 , King Henry IV, part 1. History of a concept. The study and treatment of Post-Traumatic Stress Disorder. Revised from Encyclopedia of Psychology, R. Van der Kolk, B. Pierre Janet on post-traumatic stress. Journal of Traumatic Stress, 2 4 ,

## Chapter 6 : Ed Stephan's Timeline of Sociology

*The Emergence of Mass Society* Time period that emerged by the end of the 19th century, from the new industrial world. Several changes occurred during this time including: increase of population in cities, improvement of city living conditions, creation of boards of health, new inventions that helped living, and new forms of entertainment and.

Definitions[ edit ] There is no single consensus definition of a social movement. Sidney Tarrow defines a social movement as "collective challenges [to elites, authorities, other groups or cultural codes] by people with common purposes and solidarity in sustained interactions with elites, opponents and authorities. Thus we define a social movement as a form of political association between persons who have at least a minimal sense of themselves as connected to others in common purpose and who come together across an extended period of time to effect social change in the name of that purpose. Wilkes is holding two editions of *The North Briton*. The early growth of social movements was connected to broad economic and political changes in England in the mid-18th century, including political representation, market capitalization, and proletarianization. Charged with seditious libel, Wilkes was arrested after the issue of a general warrant, a move that Wilkes denounced as unlawful - the Lord Chief Justice eventually ruled in Wilkes' favour. As a result of this episode, Wilkes became a figurehead to the growing movement for popular sovereignty among the middle classes - people began chanting, "Wilkes and Liberty" in the streets. After a later period of exile, brought about by further charges of libel and obscenity, Wilkes stood for the Parliamentary seat at Middlesex, where most of his support was located. However, the movement was careful not to cross the line into open rebellion; - it tried to rectify the faults in governance through appeals to existing legal precedents and was conceived of as an extra-Parliamentary form of agitation to arrive at a consensual and constitutional arrangement. Wilkes was returned to Parliament, general warrants were declared as unconstitutional and press freedom was extended to the coverage of Parliamentary debates. The Gordon Riots, depicted in a painting by John Seymour Lucas A much larger movement of anti-Catholic protest was triggered by the Papists Act, which eliminated a number of the penalties and disabilities endured by Roman Catholics in England, and formed around Lord George Gordon, who became the President of the Protestant Association in 1793. The situation deteriorated rapidly, and in 1795, after a meeting of the Protestant Association, its members subsequently marched on the House of Commons to deliver a petition demanding the repeal of the Act, which the government refused to do. Soon, large riots broke out across London and embassies and Catholic owned businesses were attacked by angry mobs. Other political movements that emerged in the late 18th century included the British abolitionist movement against slavery becoming one between the sugar boycott of 1793 and the second great petition drive of 1794, and possibly the upheaval surrounding the French and American Revolutions. In the opinion of Eugene Black, "Modern extra-parliamentary political organization is a product of the late eighteenth century [and] the history of the age of reform cannot be written without it. From 1793, Britain after victory in the Napoleonic Wars entered a period of social upheaval characterised by the growing maturity of the use of social movements and special-interest associations. Chartism was the first mass movement of the growing working-class in the world. The term "social movements" was introduced in by the German Sociologist Lorenz von Stein in his book *Socialist and Communist Movements* since the Third French Revolution in which he introduced the term "social movement" into scholarly discussions [26] - actually depicting in this way political movements fighting for the social rights understood as welfare rights. Martin Luther King Jr. The labor movement and socialist movement of the late 19th century are seen as the prototypical social movements, leading to the formation of communist and social democratic parties and organisations. These tendencies were seen in poorer countries as pressure for reform continued, for example in Russia with the Russian Revolution of 1917 and of 1918, resulting in the collapse of the Czarist regime around the end of the First World War. In 1945, Britain after victory in the Second World War entered a period of radical reform and change. In the post-war period, Feminism, gay rights movement, peace movement, Civil Rights Movement, anti-nuclear movement and environmental movement emerged, often dubbed the New Social Movements [27] They led, among other things, to the formation of green parties and organisations influenced by the new left. Some find in the end of the 20th century the emergence of a new global social

movement, the anti-globalization movement. Some social movement scholars posit that with the rapid pace of globalization, the potential for the emergence of new type of social movement is latent – they make the analogy to national movements of the past to describe what has been termed a global citizens movement. Key processes[ edit ] Several key processes lie behind the history of social movements. Urbanization led to larger settlements, where people of similar goals could find each other, gather and organize. This facilitated social interaction between scores of people, and it was in urban areas that those early social movements first appeared. Similarly, the process of industrialization which gathered large masses of workers in the same region explains why many of those early social movements addressed matters such as economic wellbeing, important to the worker class. Many other social movements were created at universities , where the process of mass education brought many people together. With the development of communication technologies, creation and activities of social movements became easier – from printed pamphlets circulating in the 18th century coffeehouses to newspapers and Internet , all those tools became important factors in the growth of the social movements. Finally, the spread of democracy and political rights like the freedom of speech made the creation and functioning of social movements much easier. Mass Mobilization[ edit ] Nascent social movements often fail to achieve their objectives because they fail to mobilize sufficient numbers of people. A mobilization strategy aimed at large-scale change often begins with action a small issue that concerns many people. Popovic also argues that a social movement has little chance of growing if it relies on boring speeches and the usual placard waving marches. He argues for creating movements that people actually want to join. It turned fatalism and passivity into action by making it easy, even cool, to become a revolutionary; branding itself within hip slogans, rock music and street theatre. Tina Rosenberg , in *Join the Club, How Peer Pressure can Transform the World*, [29] shows how movements grow when there is a core of enthusiastic players who encourage others to join them. Types of social movement[ edit ] Types of social movements. Examples of such a movement would include a trade union with a goal of increasing workers rights , a green movement advocating a set of ecological laws, or a movement supporting introduction of a capital punishment or the right to abortion. Some reform movements may aim for a change in custom and moral norms, such as condemnation of pornography or proliferation of some religion. The singularitarianism movement advocating deliberate action to effect and ensure the safety of the technological singularity is an example of an innovation movement. For example, the anti-technology 19th century Luddites movement or the modern movement opposing the spread of the genetically modified food could be seen as conservative movements in that they aimed to fight specific technological changes. Some of these groups transform into or join a political party , but many remain outside the reformist party political system. Most religious movements would fall under this category. The American Civil Rights movement, Polish Solidarity movement or the nonviolent , civil disobedience -orientated wing of the Indian independence movement would fall into this category. Most of the oldest recognized movements, dating to late 18th and 19th centuries, fought for specific social groups, such as the working class, peasants, whites, aristocrats, Protestants, men. They were usually centered around some materialistic goals like improving the standard of living or, for example, the political autonomy of the working class. Notable examples include the American civil rights movement , second-wave feminism , gay rights movement , environmentalism and conservation efforts , opposition to mass surveillance , etc. They are usually centered around issues that go beyond but are not separate from class. Identification of supporters[ edit ] A difficulty for scholarship of movements is that for most of them, neither insiders to a movement nor outsiders apply consistent labels or even descriptive phrases. Unless there is a single leader who does that, or a formal system of membership agreements, activists will typically use diverse labels and descriptive phrases that require scholars to discern when they are referring to the same or similar ideas, declare similar goals, adopt similar programs of action, and use similar methods. There can be great differences in the way that is done, to recognize who is and who is not a member or an allied group: Often exaggerate the level of support by considering people supporters whose level of activity or support is weak, but also reject those that outsiders might consider supporters because they discredit the cause, or are even seen as adversaries. Those not supporters who may tend to either underestimate or overestimate the level or support or activity of elements of a movement, by including or excluding those that insiders would exclude or include. It is often outsiders rather

than insiders that apply the identifying labels for a movement, which the insiders then may or may not adopt and use to self-identify. For example, the label for the levellers political movement in 17th-century England was applied to them by their antagonists, as a term of disparagement. Yet admirers of the movement and its aims later came to use the term, and it is the term by which they are known to history. Caution must always be exercised in any discussion of amorphous phenomena such as movements to distinguish between the views of insiders and outsiders, supporters and antagonists, each of whom may have their own purposes and agendas in characterization or mischaracterization of it. Dynamics of social movements[ edit ] Stages of social movements. They have a life cycle: They are more likely to evolve in the time and place which is friendly to the social movements: Social movements occur in liberal and authoritarian societies but in different forms. However, there must always be polarizing differences between groups of people: Finally, the birth of a social movement needs what sociologist Neil Smelser calls an initiating event: For example, the Civil Rights Movement grew on the reaction to black woman, Rosa Parks , riding in the whites-only section of the bus although she was not acting alone or spontaneouslyâ€”typically activist leaders lay the groundwork behind the scenes of interventions designed to spark a movement. The Polish Solidarity movement, which eventually toppled the communist regimes of Eastern Europe , developed after trade union activist Anna Walentynowicz was fired from work. Such an event is also described as a volcanic model â€” a social movement is often created after a large number of people realize that there are others sharing the same value and desire for a particular social change. One of the main difficulties facing the emerging social movement is spreading the very knowledge that it exists. Many social movements are created around some charismatic leader , i. After the social movement is created, there are two likely phases of recruitment. The first phase will gather the people deeply interested in the primary goal and ideal of the movement. People who join in this second phase will likely be the first to leave when the movement suffers any setbacks and failures. Eventually, the social crisis can be encouraged by outside elements, like opposition from government or other movements. However, many movements had survived a failure crisis, being revived by some hardcore activists even after several decades later. Social movement theories[ edit ].

### Chapter 7 : Mass Communication Theory: Definitions and Eras â€” The Briefing â€” Stories for your mind

*The Mass Society Theory Is an all-encompassing perspective on Western. Gives an idea that media has the power to shape our perceptions of the social world and.*

### Chapter 8 : Mass Society Theory - Social Movements

*Learn mass society world history chapter 20 with free interactive flashcards. Choose from different sets of mass society world history chapter 20 flashcards on Quizlet.*

### Chapter 9 : Mass communication Theories of Communication

*Best Answer: History of Mass Society Theory Comprised a vast workforce of people who lived isolated and unfulfilled lives. They were slaves to jobs, bosses and living in crowded urban settings.*