



Gerbner

Where do I use
this?

Media Regulation - Cultivation theory and Gerbner can be used in essays on regulation most directly. If Gerbner is right, then the **media is responsible shaping the audience's attitudes towards the real world**, we are more frightened that we should be?

Postmodern Media - Cultivation theory can also be used to support Baudrillard's idea that we could be living in a postmodern **hyperreality**. In which **we believe the truth of the simulation more than our experiences** in our day to day lives.

Media Ecology - These ideas are useful for a discussion on Media Ecology, especially in so far as they are now **challenged by a fractured / atomised media experience**; the web of one. We each have our own feeds which are populated by algorithms seeking to monetise our attention...I consume (ads & brands) therefore I am!