

# The impact of sociological theories on mass media research paper example

[Sociology](#), [Ethics](#)



Sociological theories explain the relationship created by ideas and knowledge about the social world. This relationship creates a systematic way of defining the social world and making forecasts about the future social world. Amongst some of the areas of socialization influenced by sociological theories is the mass media. In this case, the mass media is responsible for shaping people through influence, which makes them behave in certain ways. As such, the media uses its information to communicate ways in which people should live and adopt. Owing to this analogy, about the consociation between the mass media and societal norms, sociological theories have contributed immensely to the manner in which mass media selects and uses ideas. This is attributed to its ability to influence moods, attitudes and consideration of what is important and not (Robertson, 2007). This paper supports the central theme that sociological theories have great impact on mass media.

Initially, it is considered that the symbolic interaction theory influences the mass media due to its capability to transmit information to numerous people. In this case, the theory addresses issues related to the influence of communication on human nature and social order. As such, it is believed that communication makes people to behave in certain ways depending on the message deciphered (Smelser & Badie, 2004). For this reason, the theory has a regulatory influence on the mass media in the nature and content of information presented to the people. This is reflected by the multiple theories such as catharsis and reinforcement theories developed to address issues that are consequential from mass media information. In essence, the sociological theory has minimized the limits that can be reached by mass

media in influencing attitudinal behaviors of people (Dudley, 2005).

The moral reasoning theory has also influenced the conduct and practices of mass media. In this regard, moral reasoning describes the need to incorporate certain actions to specific scenarios in order to meet societal standards. This implies that the theory considers some actions to be acceptable while others are unacceptable due to its impact on the society. At the same time, the theory illustrates some consequences for the actions, which are not acceptable in the society. Through incorporation of such sociological theory, the mass media has been held within certain limits. This is attributed to the need to rely information that is not detrimental to the society (Robertson, 2007). Consequently, they address issues that meet societal needs without influencing the young or the old in wrong dimensions. In the event of failure to do so, it is expected that such media would be subjected to certain disciplinary actions.

Public self-awareness theory is another theory that has influence mass media operations and perception. In this case, mass media's perceives themselves based on attention and focus made on its actions and consideration. For this reason, mass media have been critical to the information they present to their audience. This implies that the need to sell products or pass certain information should go in line with ethical standards and objectives of the media (Dudley, 2005). Following the issues covered in the theory, it is realized that mass media have to be considerate about the actions since it influence their public image. Through this initiative, mass media are held within certain boundaries that conform to societal needs (Wilensky, 1964, p. 174).

Looking glass effect theory is another influential sociological theory in mass media. The theory illustrates the perception we develop about one-self based on other people's viewpoints. For this reason, mass media has struggled to shape their consideration by the audience to attract other additional media users. Through the efforts incorporated in the mass media, the societal values and interests are brought to the forefront. Consequently, it is possible to influence people in the appropriate directions based on the information passed by the media (Smelser & Badie, 2004). This leads to the shaping of the society in the appropriate dimension and transfer of knowledge people that enables them sieve what is right from wrong.

High and low self-monitoring theory consists of the influential theories in mass media. In this regard, attributes of mass media influence the choice of people. In the case of high self-monitoring individuals or organizations, they tend to observe the prevailing conditions as expected (Katz, 1973, p. 165). This results in conformation of the institution to the needs of people, which results in attraction of a big audience. On the other hand, low self-monitoring individuals and organizations do not care about their actions in the public. For this reason, they stretch to unimaginable heights affecting the wishes of the society. Consequently, they are disregarded by society forcing them to drop out of the market. Therefore, it is vital to realize the sociological theory has immense contributions to the practices of mass media (Robertson, 2007).

Finally, the sociological theories addressed depict how they have governed the practices of mass media. In essence, it is realized that mass media have been critical in the manner they market themselves through transmission of

information. This involves the content and manner of presentation of ideas that conform to societal needs. In the event of sticking to these vital issues, mass media receive the desired recognition and appreciation from people leading to effective conduct of business.

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