

the first lecturer

Cultural implantation theory (education)

Lecture objectives:

- Introducing the student to the most important preliminary concepts related to the most important developments known to us as well as the most important to the theory.
- the cognitive background of the theory and Enabling the student to know the theoretical heritage
- Using theory in various research and studies

General concepts:

- The process by which television instills people's beliefs :Instillation. and educational production formulates ,Television instills images of reality and trends ,representations ,beliefs ,establishes systems.
- It is a measurement system in which the sample :Planting differential answers move in a forced direction
- is the and culture ,It is what culture does to us :Cultural indicators medium or field in which humanity lives
- is homogeneity among individuals with a single :The prevailing trend degree of intensity in acquiring the cultural characteristics presented by television.
- , alongside existingThe added effects of viewing alone :Echo or Resonance original experiences.

ent” (circumstances of upbringing)A historical reading of the theory seventies and eighties”:

- This theory arose as a result of the growing concern in the United States initiative of the federal government and the ,about the effects of television violence as President Johnson formed a committee ,government to clarify the issue interested in knowing the causes of violence and how to take preventive measures from it.
- y to Gerbner and his collaborators worked on developing a field strategy and on ,study the causes of television violence against individuals The team's work .formulating a theoretical model on the subject as it published a report at the end of each year ,continued for many years of research.

Theory Cognitive backgrounds of the theory:

- and ,s1980Talk about the media as a builder of social reality began in the it is linked in particular to the spread and knowledge of Schultzian and to the emergence of trends in media (relative to Schultz)sociology but rather cover the entire ,vidual casesstudies that no longer study indi media system with integrated coverage.

Theory problems:

- The impact of reality as presented by the media :The first axis.
- How do the media affect human beliefs and behavior :The second axis.
- ct of violence on television on people's beliefsThe impa :The third axis.

Assumptions of the theory:

- Television messages form a coherent system that expresses the prevailing trend in culture.
- s general message systems provides evidence of 'An analysis of television n processthe implantatio.
- Implantation analysis focuses on monitoring the contribution of television in building ideas and actions.
- Implantation analysis focuses on consistent and homogeneous results.

Stages of implantation operations:

- series observe a world that is Viewers of films and television fundamentally different from the real world.
- that ,Heavy consumers of television experience a displacement of reality they are affected in their sensory perception of social reality by ,is television content.
- of these films and series do not selectively absorb social Regular viewers viewing is a kind of daily ritual ,For them .representations on television.

Studies approved in theory:

- A committee to study the causes of violence and work to prevent it was and the necessary funding was approved ,Johnson approved by President from some American national institutions and institutes to finance

studies were printed in five volumes under the title *Television and Social Behavior* in 1971.

- The resolution passed by Congress to authorize a comprehensive search was later known as the famous Surgeon General's Report.

Pioneers of theory:

- George Gerbner: born on August 24, 1919, writer and university professor, died on December 24, 2005.
- Larry Gross: born in 1953, American screenwriter and director.

Theory developments:

- Gerbner and others have developed a theoretical framework and an experimental strategy for studying the impact of television violence on people's beliefs and other forms of behavior that, in addition to violence, expanded to include especially television displays. Their conclusions were very important. One of the forms that affects behavior by shaping people's beliefs is television.

Criticisms of the theory:

- The process of verifying the results of theoretical studies in social contexts of countries other than the United States remains very possible.
- Viewers learn content models and then generalize them into their perception of real reality, thus creating a kind of deletion of the moment of reception.
- Riley and Morgan ask questions regarding- Signo: How does implantation of psychological processes and learning principles occur, appropriate?

evaluation-Questions for self:

- How do we explain the reality presented to us by the media according to this perspective?
- What are the most important assumptions of this perspective?
- How do you explain this perspective in light of the modern technologies television production on the one hand and media practice on the other of hand?