Functional Theory

1. 1. THEORISTS: Harold Laswell and Charles WrightDATE: 1948, 1960PRIMARY ARTICLES: Laswell, H (1948). The structure and function of communicationand society: The communication of ideas. New York: Institute forReligious and Social Studies, 203-243. Wright, W. R. (1960). Functional analysis and masscommunication. Public Opinion Quarterly,(24), 610-613.
2. [2.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-2-638.jpg?cb=1358406873)• Functionalism describes society as a self-regulating system made up of interdependent parts functioning together to generate stability and social order.• This system is composed of various social institutions as religion, the family, economic system, politics, and others which function to maintain society in a state of harmonious balance or equilibrium.
3. [3.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-3-638.jpg?cb=1358406873)METATHEORETICAL ASSUMPTIONSOntological AssumptionsEpistemological AssumptionsAxiological Assumptions
4. [4.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-4-638.jpg?cb=1358406873)METATHEORETICAL ASSUMPTIONSOntological Assumptions:This theory assumes that humans have a certain amount offree will. They can use mass communication for any variety offunctions but they have to use it for something. Humans canmake a choice in what to watch for any variety of reasonseven if it is just for noise.
5. [5.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-5-638.jpg?cb=1358406873)METATHEORETICAL ASSUMPTIONSEpistemological Assumptions:The knowledge is universal and it is one truth thatmass communication functions as a part of oursociety. It is a main source ofsurveillance, entertainment, correlation, transmission,and mobilization(McQuial - 1987).
6. [6.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-6-638.jpg?cb=1358406873)METATHEORETICAL ASSUMPTIONSAxiological Assumptions:This theory is objective and value-neutral. Itdoes not matter what person is going towatch the television because everyonewatches it for a reason.
7. [7.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-7-638.jpg?cb=1358406873)ANALYSISScientific Theory Explanatory Power:It explains our societys use for media and masscommunication.
8. [8.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-8-638.jpg?cb=1358406873)ANALYSISPredictive Power:It predicts that people will use the media for specificfunctions. Parsimony:It is simple because the audience has a need and themedia fulfills that need.
9. [9.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-9-638.jpg?cb=1358406873)ANALYSIS Falsifiability: The theory could be proved false should the media become dysfunctional or nonfunctional. Internal ConsistencyThe theory makes sense in that there are severalfunctions of the media and they are not in conflict withone another. Some people can use the media for morethan one function at different times.
10. [10.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-10-638.jpg?cb=1358406873)ANALYSISHeuristic ProvocativenessIs there a way that the media is dysfunctional? Does the mediaserve the same functions now as it did 30 years ago? Organizing Power:We know that human beings have needs so we look for ways to fill thoseneeds. This theory organizes how the media fits in to this equation.
11. [11.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-11-638.jpg?cb=1358406873)NATURE OF THE AUDIENCE Mass Communication is directed toward a relativelylarge, heterogenous and anonymous audience Exceptions: messages addressed to specific individualslike letters, telephone calls, telegrams, etc.• LARGE – any audience exposed during a short period of time and of such a size that the communicator couldn’t interact with its members face-to-face basis.• HETEROGENOUS – aggregation of individuals occupying a variety of positions within the society except exclusive audience or elite.• ANONYMITY – the individual audience members generally remain personally unknown to the communicator.
12. [12.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-12-638.jpg?cb=1358406873)NATURE OF COMMUNICATION EXPERIENCE Mass Communications are characterized as public, rapid andtransient.• PUBLIC – the messages are addressed to no one in particular, their content is open for public surveillance.• RAPID – the messages are meant to reach large audiences within a relatively shorter time Unlike works of fine art, which may be examined at leisure over centuries.• TRANSIENT – they are usually intended to be consumed immediately, not to enter permanent records. Exceptions: film libraries, radio transcriptions and kinescope recordings
13. [13.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-13-638.jpg?cb=1358406873)NATURE OF COMMUNICATOR• Mass communication is organized communication.COMMUNICATOR – works through thea complex organization embodying anextensive division of labor and anaccompanying degree of expense.
14. [14.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-14-638.jpg?cb=1358406873)MAJOR COMMUNICATION ACTIVITIES LASSWELL WRIGHT1. SURVEILLANCE 1. SURVEILLANCE2. CORRELATION 2. INTERPRETATION/ PRESCRIPTION3. TRANSMISSION 3. SOCIALIZATION/ EDUCATION - 4. ENTERTAINMENT
15. [15.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-15-638.jpg?cb=1358406873)HAROLD D. LASSWELL AUTHOR CHARLES R. WRIGHT He is was a leading American He is political scientist and Professor Emeritus communications theorist. He of Communicationwas a member of the Chicago and Society. BRIEF BACKGROUNDschool of sociology and was a His interest isprofessor at Yale University in in the sociology law. of mass communication. Political Science and Communication Theory FIELD OF EXPERTISE Sociology
16. [16.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-16-638.jpg?cb=1358406873)The Structure and Function of The Nature and Function of Mass Communication in Society Communication (The article is in specified form (The article is in general form because the word “mass because the word ARTICLE communication” is a special kind of “communication” is in the communication and requires to bebroader perspective and a wider more specific in the field of mass sense) communication.) 1948 YEAR OF PUBLICATION 1959 5 14 (This is because Harold Lasswellis the pioneer in communication NUMBER OF REFERENCES USED research then there is a few number of references.)
17. [17.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-17-638.jpg?cb=1358406873)Scientific Approach Sociological Approach(used Biological Equivalencies for (used Macro and Micro Level functional and structural of Analyzation in describing equivalencies between and concretizing functions APPROACH IN WRITINGcommunication in human society and dysfunction of and other living entities.) communication activities in society.) Political, Scientific and Theorist Sociological View or Perspective View or VIEW IN WRITING Perspective Used scientific terms such as Used sociological terms likeequilibrium, stimuli, single-celled egalitarianism, social TERMINOLOGIES organism, etc. cohesion, social change,
18. [18.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-18-638.jpg?cb=1358406873)Scientific Approach Sociological Approach(used Biological Equivalencies for (used Macro and Micro Level functional and structural of Analyzation in describing equivalencies between and concretizing functions APPROACH IN WRITINGcommunication in human society and dysfunction of and other living entities.) communication activities in society.) Political, Scientific and Theorist Sociological View or Perspective View or VIEW IN WRITING Perspective Used scientific terms such as Used sociological terms likeequilibrium, stimuli, single-celled egalitarianism, social TERMINOLOGIES organism, etc. cohesion, social change,
19. [19.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-19-638.jpg?cb=1358406873)Used Analogies to explain mass media Used sociological and abstractfunction both individual and society to realistic examples (macro level or biological organisms. Just as different micro level) like public EXPLANATIONS/ types of cells in the body, mass media institutions communicating APPLICATIONS USED functions only when they work (public health service), individual smoothly together with other parts. anxieties, etc. General/Broad Sense Specific Sense DIFFERENCES IN THE ARTICLE The primary author of the Major Modified version of Lasswell’s Communication Function communication function. Three Functions Four Operations (Function is not used because it is reserved for another meaning: positive consequences) MODIFICATION ON TERMINOLOGIES Correlation Interpretation/ Prescription Transmission of the social inherentence Socialization/ Education
20. [20.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-20-638.jpg?cb=1358406873)– refers to the collection and distribution ofinformation concerning events in theenvironment, both within a particular society andoutside it.1. COLLECTION2. DISTRIBUTIONExample: coverage of a presidential electioncampaignTo some extent, surveillance corresponds to what is
21. [21.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-21-638.jpg?cb=1358406873)-Includes interpretation of the information presentedabout the environment, prescriptions about what todo about it, and attempts to influence suchinterpretations, attitude, and conduct1. INTERPRETING – analyzation2. PRESCRIBING – recommendation3. INFLUENCING – afftecting the norms and behaviour of the societyExample: editorial activity, propaganda, or attemptsat persuasion
22. [22.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-22-638.jpg?cb=1358406873)• Surveillance itself incorporates editorial judgements that determine what items qualify as news or information to be disbursed.• Interpretation and value judgements are often implicit or implied, sometimes explicit, in the news.• According to a 1997 dissertation of Linda Lannus, reports that surveillance and correlation activities tended to be indistinguishable to the reporters, editors, and readers of two daily metropolitan newspapers.
23. [23.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-23-638.jpg?cb=1358406873)Focuses on the assimilation of people in the society.Concerns the communicative processes by which thesociety’s store (or part of its store) of values, socialnorms, knowledge, and other cultural components ismade known to and instilled in members andpotential members.Wright’s modified meaning – [EDUCATION ORSOCIALIZATION] includes concern withcommunication relevant to the assimilation ofchildren and adults into various socialroles, immigrants into a new society, and related
24. [24.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-24-638.jpg?cb=1358406873)– refers here to communication activitiesprimarily (even if arbitrarily) consideredas amusement, irrespective of any otherfeatures they may seem to haveExample: television situation comedy, Gossip – may be informative, judgemental, reinforcing of some shared values, and titillating.
25. [25.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-25-638.jpg?cb=1358406873)4 MAJOR COMMUNICATIONACTIVITIES IN A SINGLE CASE– due to the sense of abstraction of the 4 major communication activitiesExample text:A hurricane is coming this way!(SURVEILLANCE) Board up the windows.(CORRELATION) People are responsible forprotecting themselves and their property.(SOCIALIZATION) It’s a thrilling drama ofhumanity versus the elements!(ENTERTAINMENT)
26. [26.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-26-638.jpg?cb=1358406873)ROBERT K. MERTON’S DISTINCTION OFSIGNIFICANT CONSEQUENCES AND AIMS OF SOCIAL ACTIVITYAccording to intention:MANIFEST FUNCTIONS– significant intended consequences (sinasadya)LATENT FUNCTIONS– significant unintended consequences (di-sinasadya)According to effectFUNCTION – positive consequence or effect; contributes to the strength andcontinuing operation of the society under study.DYSFUNCTION – negative consequence or effectNONFUNCTION – irrelevant to the system under study (no effect)\*Any social activity such as mass communication campaigns, can be analyzedin terms of what seem to be manifest or latent functions and dysfunctionsfor the society, its members or its culture.
27. [27.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-27-638.jpg?cb=1358406873)PUBLIC HEALTHCAMPAIGNSCommunication Activity: SurveillanceFunction (Positive Consequences): to persuadepeople to get physical check-ups, to get immunizationshots against the flu, to stop smoking and so on.Dysfunctions (Negative Consequences):frightening away potential health clinic who fear theymay learn that they have some incurable diseaseManifest (significant intendedconsequences):reductions in the risk of epidemicLatent(significant unintended consequences):boosts in prestige given to public health workers
28. [28.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-28-638.jpg?cb=1358406873)GUIDELINES1. Avoid trying to classifying every possible effect of mass communication as functional or dysfunctional. Limit functional analysis to those consequences that seem important to the maintenance and/or change of society, its members, or culture.Ex. Movies or television set in contemporary places might lead some viewers to learn a few newfacts about the story’s locale, such as street names. But unless we can see how that minor effectis significantly for the maintenance or change of society, its members, or culture, then simplycalling it functional or dysfunctional does not increase our understanding of mass communication(impertinence/irrelevancy). Suppose, on the other hand, that movie and setting influencedviewers’ ideas about how people sought to migrate to it. (potential topic).2. Avoid equating the terms functional and dysfunctional with ourpersonal ideas of good and bad (setting aside our personal bias).
29. [29.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-29-638.jpg?cb=1358406873)1. It provides warnings about imminent threats of danger ( ahurricane, earthquake or military attack)2. Population can mobilized and protect itself from destruction.3. It functions as a support feelings of egalitarianism\* EGALITARIANISM – a belief in human equality.4. It contributes to the everyday institutional operations in thesociety.2 FUNCTIONS OF MASS COMMUNICATED NEWS – Paul Lazersfeld and Robert Merton1. STATUS CONFERRAL – news reports about members of anysociety enhance their prestige.2. ETHICIZING or ENFORCEMENT OF NORMS – strengthenssocial control by exposing deviant behaviour to public view andpossible censure.
30. [30.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-30-638.jpg?cb=1358406873)Group/ Macro Level1. Uncensored news about the world threatens the structure of any society2. It pressures for social change.3. It can result to widespread panic.Individual/ Micro Level1. It heightens anxieties of an individual2. It can result to privatization Privitazation – the individual overwhelmed by the databrought to his attention reacts by turning to matters in his private life, overwhich he has greater control .3. It leads to individual apathy about civic activity.4. It can lead to narcotization. Narcotization – equating an informed citizen into an active citizen.
31. [31.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-31-638.jpg?cb=1358406873)1. It helps to prevent an even greaterflood of mass-communicated news.2. It helps us to be more aware ofsuch taken-for-granted managementof the news when it is not provided3. It prevents undue public anxietyabout news of impending danger.
32. [32.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-32-638.jpg?cb=1358406873)1. Needed social change may not getmedia support but social conformismdoes.2. It is weakening peoples’ criticalability to find, sift, sort, interpret, andevaluate news for themselves.(Weakening of one critical faculties;Consumption of Pre-digested Ideas andConcepts)
33. [33.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-33-638.jpg?cb=1358406873)1. It may help unify the society and increasesocial cohesion by providing a broad baseof common social norms, values, andcollective experiences to be shared by itsmembers.2. Individuals might be helped in theirintegration into the society throughexposure to common social norms andother cultural matters.
34. [34.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-34-638.jpg?cb=1358406873)1. The presentation of a more or lessstandardized view of culture throughmass communication could result in aloss of regional, ethnic, and othersubcultural variety and could discouragecultural diversity and creativity.2.It also depersonalize the process ofsocialization
35. [35.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-35-638.jpg?cb=1358406873)It offersdiversion, amusement andrelaxation for everybody.(Macro or Micro Level of theSociety)
36. [36.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-36-638.jpg?cb=1358406873)1. Too much escapism, may distract peoplefrom important social issues and divert themfrom useful social participation and action.2. If people became so dependent on masscommunication for entertainment that theyno longer were able to entertain themselvesand became permanent mass mediaspectators.
37. [37.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-37-638.jpg?cb=1358406873)MCQUAIL (1987)
38. [38.](https://image.slidesharecdn.com/functionaltheory-130117071003-phpapp02/95/functional-theory-38-638.jpg?cb=1358406873)MCQUAIL (1987)