

A MODEL OF MEDIA / CIVIC INTERPRETATION

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(steps)	MEDIA		(steps)	CITIZENS	
1. Information* Sources	<i>yield</i>	stories & film	1/4. (receipt of) media messages	<i>yields</i>	"facts" & images
	THAT ARE "FILTERED" THROUGH			THAT ARE "FILTERED" THROUGH	
2. Editors & elites	<i>yielding</i>	editorial decisions	2/5. personal experience	<i>yielding</i>	interpretations
	[a, b, c,]			[a, b, c,]	
	WHICH PRODUCE			WHICH PRODUCE	
3. Themes	<i>yielding</i>	media messages	3/6. beliefs & value saliency	<i>yielding</i>	political/social opinions/ actions

[Aspects of Interpretation that Influence Step 2]

- a. *interpersonal communication* - peer reinforcement of ideas and importance
- b. *conscious experience* - professional methods and other habits of mind
- c. *predispositions* – pre-reflective understanding (ways of thinking about the world), heuristics, schemata

* Information Sources include:

events, documents, experts/specialists, PR sources (private and public), special interest groups, leaks, public comment, politicians

These information sources **also** influence media editors and elites and citizens in their interpretations, especially through interpersonal communication and predispositions.