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Module 2 Essay

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### Cultivation Theory

To begin with, Cultivation Theory would define as messages put out on the media affecting the media consumer's perception. The media has so much power in many media consumer's daily lives. What people continuously feed themselves keeping up with the wrong media outlets has a negative effect on one's perception. The media influences all our decisions, whether they would be right or wrong. If the media is continuously pushing an idea or perception, we subconsciously take it in, and we begin to normalize it, whether it be morally wrong or right.

According to the textbook, *Understanding Media and Culture*, the media may hold unrealistic or realistic ideologies that challenge the perception we hold towards our life, "If an individual's family or social life plays a major part in her life, the social messages that she receives from these groups may compete with the messages she receives from television." Humans have come to believe that if their lives do not reflect what is on the media, they're incompetent. Humans may also feel inferior when the only guidance they seek is the standards the media upholds.

To add on, I can relate to the previous paragraph. Throughout my childhood and teenage years, I allowed the media to have so much power over my values, outlook, and including my own identity. I watched many violent reality shows during these times, I would mock the shows'

behavior, and I was clueless about where my actions came from. Once I got older, I had an eye-waking experience. I began to eliminate any toxic media outlets that were putting a hold on my growth. So, I invested more time into media outlets that promoted wisdom and growth, and it has dramatically impacted my attitude towards life for the better.

In conclusion, if the media is repetitive on pushing a thought or recognition, we as a public, we subliminally take it in. We started to standardize it, whether it be ethically off base or right. Reflecting on my personal experience watching violent reality television shows as a child and teenager suppressed my mind from any intellect guiding me in real-life circumstances. All in all, Cultivation Theory covers the large impact media as on many cultures and societies.

## Works Cited

[Author removed at request of original publisher]. (2016, March 22). Understanding Media and Culture. Retrieved August 22, 2020, from <https://open.lib.umn.edu/mediaandculture/>