

## Media Effects in Metamodernity

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**Abstract :** Despite unprecedented changes in the media formats, typologies, delivery channels, and content that can be seen between Walter Benjamin's writings from the era of modernity and those observable in the contemporary era of metamodernity, parallels can be drawn between the media effects experienced by audiences across the temporal divide. This paper will explore alignments between these two eras as evidenced by various media effects. First, convergence in the historical paradigm of film will be compared with the same effect as seen within the digital domain. Second, the uses and gratifications theory will be explored to delineate parallels in terms of user behaviours across both eras, regardless of medium. Third, cultivation theory and its role in manipulation via the media in both modernity and metamodernity will be discussed. Lastly, similarities between the archetypal personae populating each era will be unpacked.

**Keywords :** convergence, cultivation theory, media effects, metamodernity, uses and gratifications theory

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