

Effecting the Unaffected Through the Effervescent Disk Theory, a Different Perspective of Media Effective Theories

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Abstract : This study examines a new media effective theory was developed by the author, it is called 'The Effervescent Disk Theory' (EDT). The theory main goal is to affect the unaffected audience who are either not exposing to a particular message or do not show interest in it. EDT suggest melting down messages that means to be affected within the media materials which are selected willingly by the audience themselves. A certain set of procedures to test EDT hypotheses were taken and illustrated in this study. A sample of 342 respondents (males & females) was collected from Tripoli University in Libya during the academic year 2013-2014. The designated sample is representing students who were failing to pass the English module for beginners'. This study aims to change the students' negative notion about the importance of learning English, and to put their new idea into action. The theory seeks to affect audience cognition, emotions, and behaviors. EDT was applied in the present study alongside the media dependency theory. EDT hypotheses were confirmed, study results denoted that 73.6 percentage of the students responded positively and passed their English exam for beginners after being exposed selectively to their favorite TV program that contains a dissolved messages about the importance and vitality of learning English language.

Keywords : effervescent disk theory, selective exposure, media dependency, Libyan students

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