

## Revisiting uses and gratification theory: Mediation of Interpersonal Communication in linking Visual Communication through Holly Wood Movies and Media Orientation of young Girls

### Abstract

*The purpose of this study is twofold, to revisit the uses and gratification theory study proposes an interpersonal communication mediated model and re-examine the missing links of the interpersonal communication channels. To understand the Pakistani young girl's pattern of consumption regarding the Hollywood movies, study considers the variable of visual communication to measure its impact on the media orientation. By doing so, the study fills the research gap by providing insight that how the media orientation towards consuming Hollywood movies mediated by interpersonal communication. The study uses the survey technique for data collection of n=208 young girls of Lahore. The results of Structural Equation Modeling (SEM), confirms that interpersonal communication mediates the linkage between visual Communication thorough Hollywood movies and media orientation of teenage Girls.*

**Keywords:** Visual Communication (VC), Hollywood movies, Interpersonal Communication (IC), Media orientation (MO), Structural Equation Modeling (SEM) and Young girls.

### 1. Introduction

Considerations about the effects of films can be traced back to the 1920s. At that time, the earliest coordinated social scientific research or investigation into the impact of these effects began in the Western countries (Dirks 2016). It was intended at studying the harmful impacts of films on societies. The development of this medium as a common mass entertainment and information source during the

---

\* Dr. Anjum Zia, Associate Professor and Chairperson, Department of Mass Communication, Lahore College for Women University, Lahore, Pakistan. Email: [anjum86@yahoo.com](mailto:anjum86@yahoo.com) Tel: [923334508388](tel:923334508388).

\*\* Lecture Department of Communication Studies Bahauddin Zakariya University, Pakistan. Email: [sherazibzu@gmail.com](mailto:sherazibzu@gmail.com) Tel: +60108030039.

\*\*\* Moneeba Ifthikar, Lecturer, Department of Mass Communication, Lahore College for Women University, Lahore, Pakistan. Email: [mobi\\_80@yahoo.com](mailto:mobi_80@yahoo.com) Tel: 923218080045

1950s encountered similar concerns about potential harms, especially regarding young audiences (Winston 2016).

Movie is the type of visual communication which is used moving pictures and sounds to the stories. Teen movies targeted teenagers and youth based upon the special interests of teenagers and have deep impact on the minds of teen agers (Bozda 2014). As every age group has his own choice in choosing media, same is the case with teen agers. Teens are more conscious and choosy about their choices and have more clear perception about what they want regarding their entertainment (Brooks and Hébert 2006). Therefore, teenagers or youth prefer the films of their age group. Consequently, most of the teen films are based on romance, thrill, horror and so many subjects of teen agers preferences. Alongside, movies also have influence on the interpersonal communication of the young girls as noted by Villi (2007).

Lamberton and Stephen (2016), noted that in this digital media, everyone has easy access to everything. media plays vital role in making the minds of the people in a specific way. Our teen agers spent more time in watching movies than watch news channels and other programs (Hoskins 2013; Koltay 2011). The use of digital media has become a culture among teen agers. Teen films are promoting a culture of Super Heroes and Heroines. This usage leads towards to influence the media orientation among the young girls. Perhaps many studies (see Hall and McCrorie 2012; Tomasello 2008), reported the visual means of communication directly influence the media orientation of the viewers. However less attention is paid that how the interpersonal communication may also trigger through these visual means of communication like movies. Another unresolved problem indicated by Yockey (2014) is that how teenagers apply these situations to their life and what type of content that they discuss in their peer circle and how indirectly affects their movies consumption pattern. The material they choose could be beneficial for their interpersonal communication regardless of its other impacts is slight known. Manovich (2001) studied the effects of globalization on culture and observed that globalization has left many impressions on people's cultural life. It has completely changed the lifestyle from the food they eat to the clothes they wear. The researchers like George, Carlson, and Valacich (2013) also criticized the advancements in standards of living due to the development for information and technology. They are of the view that is advancement is the cause of abrasion of society's traditional values.

This is in line with the results of Klinger and Svensson (2015), which suggested that television is the powerful medium of all in terms of influence and exposure to television can lead to build opinions regarding people across the world that are unknown to a person living in another part of the world but become familiar with them through the world of television. Therefore, it would be interesting to find out that how movies as the tool of the visual communication triggers the interpersonal communication channels between the peer's groups of the young girls which in turn increase their consumption of the Hollywood movies by increasing the media orientation. This study by using theoretical assumption of the uses and gratification theory reexamined the interpersonal communication role in

developing the media orientation which is a detached link of the theory in context of Pakistani young girls.

To response the Poell's (2014) call of research to observed that how the films promote the persona among the youth and to re-examine the certain standards of consumption pattern this study advance the knowledge in a situation of the Pakistani young girls. In line with the Moreno et al. (2015) recommendations that the audience becomes numbed and unable to act and take decision regarding the usage of the media, study directly contributes to understand the visual means of communication impact in two ways. First, consideration of the media orientation as the direct outcome of the Hollywood movies which is tool of the visual communication, study provides the insight of the Pakistani young girl's sample. Second, consideration of the interpersonal communication mediation will advance the uses and gratification theory by adding assumptions that how interpersonal communication also work as the antecedent of the media consumption which was a research gap.

## **2. Literature Review**

The first notion relating to the world changing into a global Village was first provided by Marshall McLuhan but it emerges as a concept in the period between the latter half of the 19<sup>th</sup> Century and the initial years of the 20<sup>th</sup> Century (1850-1914). Mass media is not only a single factor that has caused changes in the phenomenon of globalization but rather it has paved the way for paradigm shift and alterations in structure, process and direction of globalization (Nederveen Pieterse 2012).

Sparks (2007) submits globalization has greatly affect the social, economic, political, educational and cultural life of people living in many countries across the world. One can easily observe that the world is getting into an identical culture that is easily recognizable for the global citizens and can be called the homogeneous culture (Kraidy 2002). Globalization brings benefits for some and not for all. The developed countries have benefited a lot but the developing countries have had to face many consequences. Flew and Waisbord (2015), however, called globalization an extension of cultural imperialism and asserted that hence the control of global media is in the hands of West and the western countries and media are using it as a tool to maintain their cultural ascendancy through mass media and specially films.

Curtin (2012) also observed that western media in the name of globalization is popularizing and publicizing Americanization and its target is the developing countries which are prone to its immense effect because the media of developing countries is unable to compete with the western media both in terms of impact and technology. Fairclough (2009) stated that Visuals tend to have more impact than the audio. The thoughts conveyed or transmitted visually are more influential and retain in memory for long time. The reach of television is global and a family watches television for three hours on an average level. It is the cheapest source of

information. The negative influence of watching television is related with the number of hours a person watches television.

In a study on the influence of media Hutton and Fosdick (2011) stated that most of the studies relating to the media effects focus on unintentional effects of media. These studies suggest that media content is created for gratification and entertainment without deliberation of the results. They also suggest media also have unintended and intended influences. The unanticipated results are due to the unforeseen of causal content especially formulated to increase viewership. Groshek and Han (2011) observed that the compelling effects created by mass media on the behavior patterns; opinions and views are setting new trends for the people to follow. The use of film medium is one of them to alter and influence the thoughts of people.

Films referred to as motion pictures, involves projecting a series of images into the screen to create an illusion of motion. It is one of the most popular forms of entertainment, enabling people to immerse in an imaginary world for a short period (Zheng et al. 2016). Hargie, Tourish, and Wilson (2009) studied the use of negative themes is becoming the part of movies scripts and the most used theme to attract a large number of audiences is violence. To attract a big audience the media owners sets certain standards in the minds of people and one of the popular trend now-a-days is Violence. Violent scenes have become a main ingredient of films. Through the constant exposure to such negatives themes the perceptions of people towards the society are changing.

Van Cuilenburg and McQuail (2005) studied that the greater exposure of media images tends to have negative effects of the life of people. People start comparing their lives with the world portrayed in television and believe it as natural and normal. They start living in the world of television and construct a false perception of the outside world and tend to believe that world is a worse place to live. Moreover, media provide people with unrealistic needs and demands to live a happy life. Ruck and Welch (2012) stated that the use of subtitles has made easier for the people of different countries to understand the foreign movies. The movies are easily available with translation in a language that is understandable for maximum people. This has not only increase the demand of western films but has paved the way for transfer of movies from the home country to all over the world in which Pakistan is also incorporated.

Pakistani society has adopted the Americanization. The young generation is inspired by the character traits and physical appearance being portrayed in European and American films. The societies have accepted this rapid change of culture and motivate to act like the life displayed in films (Burke and Kraut 2016). The world has taken the form of homogenous culture and Pakistani society is not an exception. Researchers have empirically proved the filmmakers use such themes that appeal emotional behavior of the adolescents. As in adolescent stage a person is going through several hormonal changes and it is easy to arouse emotions at this stage. As the famous author once said Facts don't sell but emotion sell. In a study conducted by Igartua, Moral-toranzo, and Fernández (2011) of the

retention rate of film details in which he selected people of different age groups and found out that both children and adults remember the portions of films that have high emotional appeal tend to retain in memory of both children and adults. However, their level of understanding relating to such appeals was different from one another.

Winston (2016) studied the psychological implications of emotional themes used in films and found out that youths pick up only those materials that are in their interest and help them in fulfilling their legal and illegal desires. This emotional engagement of youths with film content can hinder their substantial psychosocial development. In Pakistan having no watchdog of media content these films are affecting the attitudes, social and cultural values of young generation. A correlation has been found in a study by Hsu and Barker (2013) between the recent mainstreaming of television across Pakistan and a shift in Pakistan behaviors toward American ones. The behaviors noted include: eating out, going to bars, live-in relationships, affairs, and lifestyle. The emergence of these behaviors is surprising because traditionally Pakistan has been a very conservative society and it still is largely. Pakistanis now use American branded products and celebrate American festivals (Zhang 2006). The perception of women from a house to a working woman is one of the impacts of American films.

Furthermore, the desire of ideal body image promotes branding in young girls which exploit the body image by harmful cosmetics, hair dyes, shinning suits and cosmetics surgeries (Fam et al. 2013). Teen movies leads young girls towards negative influence to maintain unhealthy physiques because they want that desirable figure which they see in teen films and compare their selves with them. According to the Cobley and Schulz's (2013) study media images of very skinny models and celebrities are developing anorexia. These studies clear that the exposure to American television in different parts of world creates desire to be skinny which is not a bad or unhealthy thing but the way through which young girls try to get this can be unhealthy (Raza and Khan 2014).

Chejnová (2014) did a study on the positive effects of media to show that where media have so much negativity in it but there is also so many positive effects. Sung (2014), examine that the aim of teen films is to inspire young girls and help them to empower themselves. Another study also give attention on the violent and aggressive behavior of youth and found that interpersonal communication has also effect on the media consumption (Burgoon, Berger, and Waldron 2000). Movies promotes unhealthy and risky attitude such as smoking, drinking alcohol, taking drugs, abusing others. On the contrary media also influences positively on their relationships with family and friends. By watching violent shows children adopting offensive behavior which includes disobedience, bullying, and yelling, whining, rowdiness.

## **2.1 Theoretical Framework**

To strengthen the research, the researcher has developed a theoretical framework of based on Uses and Gratification theory. The core purpose of this study is to find out the pattern of consumption of teenagers' girls of Pakistan based on the influence of the visual communication through Hollywood movies. This study also advances the theory by considering the impact of the interpersonal communication channels that how it mediates the influence of the Hollywood teen movies towards the media orientation. To address the afore said issue related to the impact of Hollywood teen movies this current study proposes interpersonal communication mediation model and hypothesizes that;

**H1:** Visual communication through Holly wood movies influences the media orientation.

**H2:** Visual communication through Holly wood movies influences the Interpersonal communication.

**H3:** Interpersonal communication influences the media orientation.

**H4:** Interpersonal communication mediates the relationship between visual communication through Holly wood movies and media orientation.

## **3. Method**

The survey method has been used to carry out this research. This survey has been carried out among the teenage girls of Lahore city from the women college university Pakistan. For this purpose, the population size has been determined in accordance to the Krejcie and Morgan (1970). The technique of simple random sampling has been used to extract the sample of 208 and selected students ages of 18 to 25 years. A structured survey questions were distributed among the sample. The total number of usable and completed respondents for this research was 200. The study was conducted during May-June 2016.

### **3.1 Instrumentations**

To measure the visual communication through Holly Wood movies six-items was used based on the work on the "7-point scale strongly agrees to strongly disagree". These items showed high reliability with Cronbach Alpha =.79. To measure the interpersonal communication nine-items was used based on the "7-point scale strongly agrees to strongly disagree". These items showed high reliability with Cronbach Alpha =.76. To measure the media orientation with the six-items was used based on the "7-point scale strongly agrees to strongly disagree". These items showed high reliability with Cronbach Alpha =.83.

## **4. Analysis Strategy**

Bivariate correlations between visual communication thorough watching Holly Wood movies (VC), interpersonal communication (IC), and media orientation

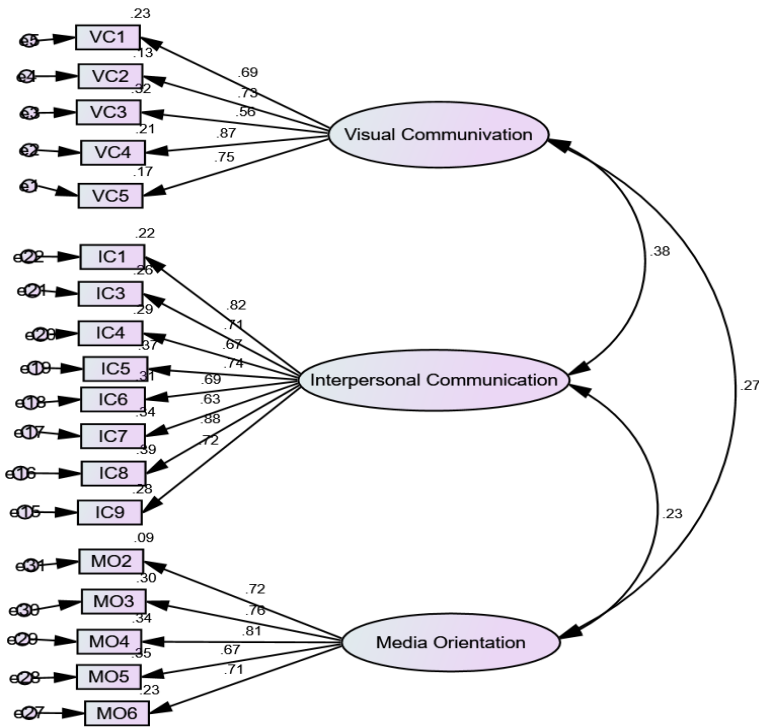
(MO), variables are presented in Table 1 and were correlated significantly. Along with the data normality was achieved for all three variables visual communication (VC), interpersonal communication (IC), and media orientation (MO), after eliminating fewer than 15 percent outliers from the sample. To evaluate the multicollinearity Variance Inflation test VIF was calculated by in succession of the linear regression base on proposed model comprises of selected variables of the (VC), (IC) and (MO), relations it shows value of less than 10, for visual communication (VC) and interpersonal communication (IC), model VIF was 2.5, for interpersonal communication (IC) and media orientation (MO), VIF was 1.3, and for the third model of visual communication (VC) and media orientation (MO), VIF was 1.1, therefore it can be concluded that there is no multicollinearity issue. Exploratory factor analysis EFA for evaluating the sample adequacy, reveals that (IC), (VC) and (MO), are within the normal values of Kaiser-Meyer-Olkin (KMO) and Bartlett's Test of Sphericity was also significant. By using the Herman test biasness error was also assessed by principal component extraction as suggested by (Hair et al. 2010), which shows 41% extracted variance by loading all three variable's questions on one factor.

**Table 1.** Descriptive and Pearson Correlation Statistics.

	<b>M</b>	<b>SD</b>	<b>Sk.</b>	<b>Kr.</b>	<b>VC</b>	<b>IC</b>	<b>MO</b>
<b>VC</b>	3.32	.674	.64	.72	1		
<b>IC</b>	3.41	.753	.37	.54	.25*	1	
<b>MO</b>	4.11	.911	.69	-.39	.13*	.36*	1

\* $p < 0.01$ , VC =Visual Communication, IC =Interpersonal Communication, MO =Media Orientation, Sk. = Skewness, and Kr. = Kurtosis.

The structural equation models (SEM) was used on AMOS 23.0 to proceed further to observe the interpersonal communication (IC), mediating model and its linkage with media orientation (MO), dependent variable and with the antecedent variable visual communication thorough watching Holly Wood movies (VC), of the current study. Direct and indirect paths were analyzed with the media orientation (MO), dependent variable. Confirmatory factor analyses of visual communication (VC), interpersonal communication (IC), and media orientation (MO), constructs shows no multidimensionality issues. Confirmatory factor analysis findings show that visual communication (VC), interpersonal communication (IC), and media orientation (MO), were empirically distinct as;  $\chi^2$  (df) chi-square (degree of freedom) = 397.13 (204);  $\chi^2$  /df relative Chi-square = 1.45; GFI = .97; AGFI; = .96; NFI = .95; CFI = .96; RMSEA = .035.



**Figure 1:** *Measurement Model of visual communication (VC), interpersonal communication (IC), and media orientation (MO),*

The Indication by using the mentioned seven fit indices for the examining the interpersonal communication (IC), mediated model shows an appropriate model structure (see Ho, Peh, and Soh (2013). Additionally, to examine the shared method of the biasness among, visual communication (VC), interpersonal communication (IC), and media orientation (MO), another confirmatory factor analyses was conducted, all items were loaded on their common constructs also shows model fit by using same seven directories of fitness as shown in Table. 2. This recommends that measurement model is fit and no biasness occurred thus, can proceed for the main analysis (Altaf et al. 2011).

**Table 2.** Confirmatory Factor Analysis

Model	x2	df	x2/df	GFI	AGFI	NFI	CFI	RMSEA
Parent-factor	397.13	204	1.45	.97	.96	.95	.96	.035
Common-factor	367.32	217	1.69	.93	.95	.91	.94	.043

Moreover, measurement model of visual communication (VC), interpersonal communication (IC), and media orientation (MO), also shows the convergent and discriminant validity details are parented in Table. 3 and Figure. 1, and satisfactory to proceed with hypotheses testing.



**Table 3.** Discriminant and Convergent Validity

	$\alpha$	CR	AVE	VC	IC	MO
<b>VC</b>	.79	0.88	0.606	(.716)		
<b>IC</b>	.76	0.86	0.562	.38*	(.711)	
<b>MO</b>	.83	0.90	0.542	.27*	.23*	(.732)

\* $p < 0.05$  \*\* $p < 0.001$ , Parentheses values represent square root of AVE = Average Variance Extracted, VC =Visual Communication, IC =Interpersonal Communication, MO =Media Orientation, & CR = Composite Reliability.

Furthermore, all items of visual communication (VC), interpersonal communication (IC), and media orientation (MO), constructs shows significant loadings when loaded on their parent constructs and removed items were within the recommended boundary of items removal to achieve the model fit, in total three items were removed out 21-items as shown in Table. 4.

**Table 4.** Standardized Loadings of the (VC), (IC), and (MO) constructs.

Items	Loadings
<b>Visual Communication</b>	
VC1	.69
VC2.	.73
VC3.	.84
VC4.	.87
VC5.	.75
VC6.	.25 <sup>d</sup>
<b>Interpersonal Communication</b>	
IC1	.82
IC2.	.17 <sup>d</sup>
IC3.	.71
IC4.	.67
IC5.	.74
IC6.	.69
IC7.	.63
IC8.	.88
IC9.	.72
<b>Media Orientation</b>	
MO1.	.22 <sup>d</sup>
MO2.	.72
MO3.	.76
MO4.	.81
MO5.	.67
MO6.	.78

$p < .01$ . <sup>d</sup> Items deleted due to low loading.

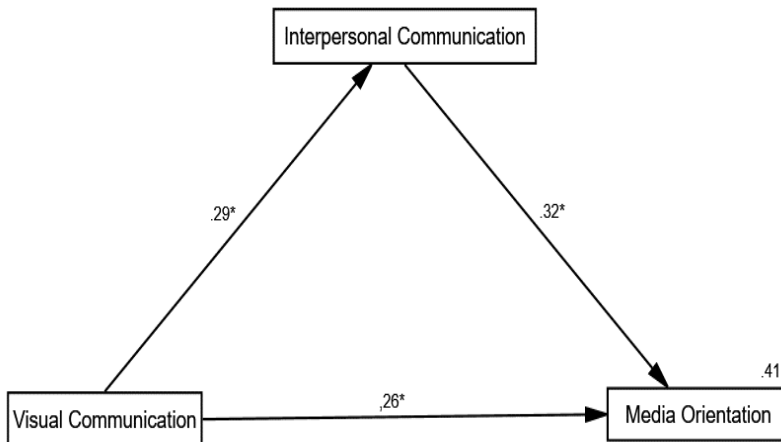
#### 4.1 Hypothesis Testing

The study firstly observed the structure fitness of the interpersonal communication (IC), mediation model with media orientation (MO) as the dependent variable. The model shows fitness as it is within the fitness range on seven indices as shown in Table 5.

**Table 5.** Fit Indices for (IC) Mediation Structural Model.

Model	$\chi^2$	df	$\chi^2 / df$	GFI	AGFI	NFI	CFI	RMSEA
VC-IC-MO	104.38	79	1.32	.91	.93	.96	.96	.032

The results in the Table. 5 represents that visual communication (VC), interpersonal communication (IC), and media orientation (MO), model's paths were significant. The Hypothesis 1 was supported as visual communication (VC), has direct significant influence on media orientation (MO), as ( $\beta = .19$ ). Moreover, Hypothesis 2 was also supported as visual communication (VC), ( $\beta = .29$ ) has direct influence on the interpersonal communication (IC). Whereas, Hypothesis 3 was also supported as interpersonal communication (IC), ( $\beta = .32$ ) have direct impact on media orientation (MO).



**Figure 2:** Path Analysis of Interpersonal communication (IC), Mediation Model.

Further to examine the mediation Hypothesis 4, Hierarchical Linear Modeling (HLM) with bootstrapping and likelihood estimate procedures were used as recommended by Preaches and Hayes (2009), and details of advance mediation tests i.e. Loglikelihood estimation and Bayesian information criterion, is shown in the Table. 6. The Hypothesis 4 postulated that interpersonal communication (IC) mediates the relationship between visual communication (VC) and media orientation (MO), was supported as mediating effect of the (IC), ( $\beta = .26$ ) was

detected (Figure. 2). The model accounted for 41.3% of the variance to predict media orientation (MO), and 12 iterations produced these findings which evidently authenticates the implication of assessed variance formed accompanied by 2000 bootstrapping.

**Table 6.** Mediation Model Interpersonal Communication Results.

	IV->DV	IV->M	M->DV
Outcome Variable	DV: Media Orientation	M: Interpersonal Communication	DV: Media Orientation
Phase 1: IV; Visual Communication	.19*(c)	.29*(a)	.26*(c')
R <sup>2</sup>	.16	.26	.28
Phase 2: M; Interpersonal Communication			.32*(b)
		IV: Visual Communication	Est. of Variance
			95% CI = [.02, .29]
			SE = 0.001
R <sup>2</sup>			.41
Log likelihood	25	24	29
BIC	113.82	117.38	117.16

*Note.* R<sup>2</sup> = Variance explained by Visual Communication and Interpersonal Communication; CI = confidence interval; BIC = Bayesian information criterion.  
\* =  $p < 0.05$ .

## Discussion and Conclusion

Conclusively it can be said that most of the young girls like to watch teen movies for the sake of entertainment. Most of them watch teen movie only one time and prefer the comedy genre. According to the most of them these teen movies aren't effect their choice of peers. They don't think that teen movies influence their fashion choice but according to most of them these teen movies set the beauty standards in the society. According to the survey most of girls think that watching teen movies enhance their ability of creativity and imagination.

According to the survey most of the young girls like to watch teen movies for the sake of entertainment. Most of them watch teen movie only one time and prefer the comedy genre. According to the most of them these teen movies aren't effect their choice of peers. They don't think that teen movies influence their fashion choice but according to most of them these teen movies set the beauty standards in the society. According to the survey most of girls think that watching teen movies enhance their ability of creativity and imagination.

According to the survey most of the girls answer that because of these teen movies the girlfriend/ boyfriend culture increases in Pakistan. These movies aren't help them to coup their daily life problems and they don't make false perception of real

life after watching imaginary world in teen movies. They watch teen movies for relaxation. They adopt slang words from teen movies and use these slang words in their daily life.

They think teen movies influenced their languages but not the personalities and has a neutral impact on young girls. Because if they learn something bad from western teen movies but they also learn something very motivation, positive and inspirational from western teen movies. They think these movies also represent the real world not only show the imaginary life. According to the survey most of the girls answer that because of these teen movies the girlfriend/ boyfriend culture increases in Pakistan. These movies aren't help them to coup their daily life problems and they don't make false perception of real life after watching imaginary world in teen movies. They watch teen movies for relaxation. They adopt slang words from teen movies and use these slang words in their daily life. They think teen movies influenced their languages but not the personalities and has a neutral impact on young girls. Because if they learn something bad from western teen movies but they also learn something very motivation, positive and inspirational from western teen movies. They think these movies also represent the real world not only show the imaginary life.

This hypothesis study was accepted that Hollywood teen movies have impact on the young adult girls of Lahore. The findings proved that Hollywood teen movies are promoting western lifestyle among teenage girls of Lahore. They accept some elements of western culture i.e. girlfriend/ boyfriend culture. They learn different slang words/ language from these teen movies. The findings conclude that greater the exposure to teen movies greater the effect on the lifestyle of teenagers. Because according to the survey and focus group result people who have more exposure to Hollywood teen movies have effected more than other who are light viewers. These findings also approved the hypothesis "Greater the exposure to teen movies greater the effect on the lifestyle of teenagers" with the reference of cultivation theory which is an additional contribution of the study. The findings concluded that Hollywood teen movies have impact on the behavior, life style, culture, language and social interaction. Some people catch positive impact and others get negative impact.

## References

- Altaf, Mohsin, Hasan Afzal, Kashif Hamid, and Muhammad Jamil. 2011. "Empirical Analysis of Organizational Justice towards Employee's Customer Oriented Behavior: A Case Study of Medical Institutions in Pakistan." *African Journal of Business Management* 5 (4): 1286–92. doi:10.5897/AJBM10.790.
- Bozda, C. 2014. "Policies of Media and Cultural Integration in Germany: From Guestworker Programmes to a More Integrative Framework." *Global Media and Communication* 10 (3): 289–301. doi:10.1177/1742766514552354.
- Brooks, DE, and LP Hébert. 2006. "Gender, Race, and Media Representation." *Handbook of Gender and Communication*, 297–318. [http://www.focusintl.com/GD142- Gender, Race and Media Representation.pdf](http://www.focusintl.com/GD142-Gender, Race and Media Representation.pdf).
- Burgoon, Judee K., Charles R. Berger, and Vincent R. Waldron. 2000. "Mindfulness and Interpersonal Communication." *Journal of Social Issues* 56 (1): 105–27. doi:10.1111/0022-4537.00154.
- Burke, Moira, and Robert E. Kraut. 2016. "The Relationship between Facebook Use and Well-Being Depends on Communication Type and Tie Strength." *Journal of Computer-Mediated Communication* 21 (4): 265–81. doi:10.1111/jcc4.12162.
- Chejnová, Pavla. 2014. "Expressing Politeness in the Institutional E-Mail Communications of University Students in the Czech Republic." *Journal of Pragmatics* 60: 175–92. doi:10.1016/j.pragma.2013.10.003.
- Cobley, Paul, and Peter J. Schulz. 2013. *Theories and Models of Communication. Theories and Models of Communication*. doi:10.1515/9783110240450.
- Curtin, Michael. 2012. "Chinese Media and Globalization." *Chinese Journal of Communication* 5 (1): 1–9. doi:10.1080/17544750.2011.647737.
- Dirks, Tim. 2016. "Film History of the 1920s." *Filmsite.org*.
- Fairclough, Norman. 2009. "Language and Globalization." In *Semiotica*, 2009:317–42. doi:10.1515/SEMI.2009.014.
- Fam, Kim-Shyan, David S. Waller, Ernest Cyril de Run, and Jian He. 2013. "Advertising Dislikeability in Asia." *Asia Pacific Journal of Marketing and Logistics* 25 (1): 144–61. doi:10.1108/13555851311290984.
- Flew, Terry, and Silvio Waisbord. 2015. "The Ongoing Significance of National Media Systems in the Context of Media Globalization." *Media, Culture & Society* 37 (4): 620–36. doi:10.1177/0163443714566903.
- George, Joey F., John R. Carlson, and Joseph S. Valacich. 2013. "Media Selection as a Strategic Component of Communication." *Misq* 37 (4): 1233–51.
- Groshek, J, and Y Han. 2011. "Negotiated Hegemony and Reconstructed Boundaries in Alternative Media Coverage of Globalization." *International Journal of Communication* 5: 1523–44.
- Hair, Joseph F., William C. Black, Barry J. Babin, and Rolph E. Anderson. 2010. "Multivariate Data Analysis.pdf."
- Hall, Angela, and Peter McCrorie. 2012. "Principles of Communication." In *How to Present at Meetings: Third Edition*, 1–7. doi:10.1002/9781119962120.ch1.
- Hargie, O, D Tourish, and N Wilson. 2009. "Journal of Business Communication." *Journal of Business Communication* 47 (4): 414–36. doi:10.1177/002194360203900402.

Ho, Shirley S, Xianghong Peh, and Veronica W L Soh. 2013. "The Cognitive Mediation Model: Factors Influencing Public Knowledge of the H1N1 Pandemic and Intention to Take Precautionary Behaviors." *Journal of Health Communication*, no. May 2013: 37–41. doi:10.1080/10810730.2012.743624.

Hoskins, Andrew. 2013. *How We Think: Digital Media and Contemporary Technogenesis. Information, Communication & Society*. Vol. 17. doi:10.1080/1369118X.2013.853820.

Hsu, S. Y., and G. G. Barker. 2013. "Individualism and Collectivism in Chinese and American Television Advertising." *International Communication Gazette* 75 (8): 695–714. <http://www.scopus.com/inward/record.url?eid=2-s2.0-84887570172&partnerID=tZOtx3y1>.

Hutton, Graeme, and Maggie Fosdick. 2011. "The Globalization of Social Media." *Journal of Advertising Research* 51 (4): 564–70. doi:10.2501/JAR-51-4-564-570.

Igartua, Juan-josé, Félix Moral-toranzo, and Itziar Fernández. 2011. "News About Immigration Cognitive, Attitudinal, and Emotional Effects of News Frame and Group Cues, on Processing News About Immigration." *Journal of Media Psychology* 23: 174–85.

Klinger, Ulrike, and Jakob Svensson. 2015. "The Emergence of Network Media Logic in Political Communication: A Theoretical Approach." *New Media & Society* 17 (8): 1241–57. doi:10.1177/1461444814522952.

Koltay, T. 2011. "The Media and the Literacies: Media Literacy, Information Literacy, Digital Literacy." *Media, Culture & Society* 33 (2): 211–21. doi:10.1177/0163443710393382.

Kraidy, Marwan M. 2002. "Globalization of Culture Through the Media." *Encyclopedia of Communication and Information* 2 (April): 359–63.

Krejcie, Robert V, and Daryle W Morgan. 1970. "Determining Sample Size for Research Activities." *EDUCATIONAL AND PSYCHOLOGICAL MEASUREMENT* 30: 607–10.

Lamberton, Cait, and Andrew T. Stephen. 2016. "A Thematic Exploration of Digital, Social Media, and Mobile Marketing: Research Evolution from 2000 to 2015 and an Agenda for Future Inquiry." *Journal of Marketing* 80 (6): 146–72. doi:10.1509/jm.15.0415.

Manovich, Lev. 2001. "The Language of New Media." *Screen* 27 (1): 354. doi:10.1386/nl.5.1.25/1.

Moreno, Angeles, Cristina Navarro, Ralph Tench, and Ansgar Zerfass. 2015. "Does Social Media Usage Matter? An Analysis of Online Practices and Digital Media Perceptions of Communication Practitioners in Europe." *Public Relations Review* 41 (2): 242–53. doi:10.1016/j.pubrev.2014.12.006.

Nederveen Pieterse, Jan. 2012. "Periodizing Globalization: Histories of Globalization." *New Global Studies* 6 (2). doi:10.1515/1940-0004.1174.

Poell, Thomas. 2014. "Social Media and the Transformation of Activist Communication: Exploring the Social Media Ecology of the 2010 Toronto G20 Protests." *Information, Communication & Society* 17 (6): 716–31. doi:10.1080/1369118X.2013.812674.

Raza, Syed Hassan, and Muhammad. Ashraf Khan. 2014. "Study of Gender Sensitive Reporting on Crime News in Dawn & Khabarain." *Pakistan Journal of Social Sciences* 34 (2): 625–36.

Ruck, Kevin, and Mary Welch. 2012. "Valuing Internal Communication; Management and Employee Perspectives." *Public Relations Review* 38 (2): 294–302. doi:10.1016/j.pubrev.2011.12.016.

Sparks, C. 2007. *Globalization, Development and the Mass Media. Globalization,*

*Development and the Mass Media.* doi:10.4135/9781446218792.

Sung, Chit Cheung Matthew. 2014. "Hong Kong University Students' Perceptions of Their Identities in English as a Lingua Franca Contexts: An Exploratory Study." *Journal of Asian Pacific Communication* 24 (1): 94–112. doi:10.1075/japc.24.1.06sun.

Tomasello, Michael. 2008. *Origins of Human Communication.* *Communication.* doi:10.1353/lan.0.0163.

Van Cuilenburg, Jan, and Denis McQuail. 2005. "European Journal of Communication." *European Journal Of Communication* 20: 181–207. doi:10.1177/0267323103018002002.

Villi, Mikko. 2007. "Visual Communication." *Communication* 28: 49–62. doi:10.1177/1470357206068455.

Winston, Brian. 2016. "Pumping in Oxygen." *British Journalism Review* 27 (4): 8–9. doi:10.1177/0956474816681729a.

Yockey, Matt. 2014. "The Invisible Teenager: Comic Book Materiality and the Amateur Films of Don Glut." *Transformative Works and Cultures* 16. doi:10.3983/twc.2014.0506.

Zhang, Y. B. 2006. "The Portrayal of Older Adults in Advertising: A Cross-National Review." *Journal of Language and Social Psychology* 25 (3): 264–82.

Zheng, Pei, Xuan Liang, Guanxiong Huang, and Xun Liu. 2016. "Mapping the Field of Communication Technology Research in Asia: Content Analysis and Text Mining of SSCI Journal Articles 1995–2014." *Asian Journal of Communication* 26 (6): 511–31. doi:10.1080/01292986.2016.1231210.