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How the Mass Media Frame and Cultivate History

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Abstract — *In this presentation, I explore the effects of the media effects theories of media framing and cultivation theory on our perception of history through critical analysis of scholarly journal articles and application of the concepts of the theories.*

Keywords—*Media, Framing and Cultivation theory, history*

I. Introduction

Media frames and cultivation theory are constant complications in the study of history. History is framed as it is happening through propaganda to push agendas, as well as being framed to exclude whole chapters of history to better fit a historic narrative. As cultivation theory moves away from just the realm of television and investigates more areas of mass media, it is becoming evident that these framed histories affect society's beliefs not only about history, but the world we live in today. Whether it be questioning the reliability of sources due to framing or how those framed histories impact the general public's view of history and today's world, these theories are integral pieces to understanding mass media's impact on history.

II. Findings

Media framing results in carefully constructed media messages throughout history, which create a unique and difficult challenge for historians as they attempt to ascertain the most accurate form of history. The framing of historic media results in society having a common, but inaccurate perception of historic events. In WW II the involvement of the government in the framing of messages and themes in the movie industry impacted the beliefs of American society regarding the enemy during WWII. The emphasizing of certain victims of the holocaust above others create an incomplete perception of history within society. When violence in film is put into different historic periods, it influences not only the way society views that time period, but also impacts the way they perceive violence in our own time compared to the past

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