

# Cumulative Effect . . .

- With time and repetition, the media continuously produces certain messages that build up over time and have profound effects on viewers and society. Through redundancy, or repetition, the media can produce specific ideologies and perceptions of different people, cultures, objects, beliefs, etc. that can have a large effect on people and cultures, as well as society.

# Example:

- For a long time the media has idealized the traditional American family
  - Husband, wife, one or more children, and sometimes a dog
- *Leave It to Beaver*, *Roseanne*, *The Cosby Show*, *Family Guy*



# Why is it important?

- Understanding cumulative effect is very important in media studies. It is important for a person to realize that the media can produce negative ideologies and perceptions about certain topics, individuals, and groups that can cause unfair biases or unequal treatment. Because the media plays such an important and common part of people's lives, it becomes an outlet for people to receive various amounts of messages. The media enforces certain biases and stereotypes that society becomes accustomed to that have the potential to have negative impacts on certain cultures or groups.