

Subject: Media Theories  
Stream : BA (JMC)  
Semester: 2nd  
Topic: Hypodermic needle's theory

#### What Is The Hypodermic Needle Theory?

The Hypodermic Needle Theory (or Magic Bullet Theory) is often associated with political scientist Harold Lasswell, who discussed powerful media effects in the 1920s, especially regarding propaganda in World War I, though he didn't use those exact terms; it posits that media messages are directly and powerfully injected into a passive audience's minds, influencing them immediately, much like a drug injection.

It was developed after researchers observed the effect of propaganda during World War I and events like Orson Welles' War of the Worlds broadcast. It is a linear communication theory.

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