

MAŁGORZATA LASKOWSKA*

**THE IMPACT AND INFLUENCE OF AUDIO-VISUAL MEDIA.
AN OUTLINE OF THE ISSUE**

SUMMARY

The article undertakes the topic of audio-visual media influence. As this topic can be analysed in different ways, the authoress limits herself to delivering an outline of the issue. First, such terms as influence, effect, and manipulation are explained. Secondly, the positive and negative effects of audio-visual media influence are presented on the basis of their fundamental functions: informative, educational, and entertaining. Thirdly, the selected theories of mass media influence are presented, as they result from the long-standing empirical research and make an important contribution into the study of media.

KEYWORDS: audio-visual media, mass media influence, mass media manipulation

*Dr Małgorzata Laskowska – the Cardinal Stefan Wyszyński University in Warsaw (Poland); e-mail: m.laskowska@uksw.edu.pl

* Dr Małgorzata Laskowska – adiunkt w Instytucie Edukacji Medialnej i Dziennikarstwa na Wydziale Teologicznym Uniwersytetu Kardynała Stefana Wyszyńskiego w Warszawie; e-mail: m.laskowska@uksw.edu.pl