**Media Unit Terms List**

1. [Active Audience Theory](https://stereotypebyinternet.wordpress.com/category/active-audience/)

2. [Agenda-Setting Theory](https://www.utwente.nl/en/bms/communication-theories/sorted-by-cluster/Mass%20Media/Agenda-Setting_Theory/)

3. [Feiler Faster Thesis](https://en.wikipedia.org/wiki/Feiler_faster_thesis)

4. [Hypodermic Needle Model](https://www.utwente.nl/en/bms/communication-theories/sorted-by-cluster/Mass%20Media/Hypodermic_Needle_Theory/)

5. [Image Restoration Theory](https://en.wikipedia.org/wiki/Image_restoration_theory)

6. [Ritual View of Communication](https://en.wikipedia.org/wiki/Ritual_view_of_communication)

7. [Two Step Flow of Communication](https://www.communicationtheory.org/two-step-flow-theory-2/)

* Society of the Spectacle
* Medium is the Message
* Amusing Ourselves to Death

**Logical Fallacies**

1. Strawmwan

2. Fallacy fallacy

3. Ad hominem

4. Slippery slope

5. Ambiguity

6. Bandwagon

7. Black or white

8. Anecdote

9. No true scotsman

10. Begging the question

11. Texas sharpshooter

12. Middle ground

13. False cause

14. Special pleading