# Table of Contents

1. Seeing is believing: Toward a theory of media imagery and social learning .................................................... 1  
Bibliography .................................................................................................................................................................. 2
Seeing is believing: Toward a theory of media imagery and social learning.

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Abstract: This paper frames a theoretical approach to the persuasive power of social imagery in the media, from a social psychology perspective. Using the term "social imagery" to indicate still and moving pictures involving social content such as social interactions and demographics, we make the argument that social imagery in the media is a form of social storytelling and that telling visual stories about people can and does influence attitudes, feelings, and behavior toward others from those social groups. We review research evidence that supports this argument. We call this the theory of media imagery and social learning (MISL).

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