

PSST Theory Proposal

In 2013, the American public was presented with evidence that the United States government and the National Security Agency (NSA) were covertly surveilling the digital activity of all Americans through their various digital devices including laptops, cellphones, and televisions. While initial outcry from both the press and the general public railed against this surveillance, after only five years this outcry is now silent. Research conducted by a team of undergraduate students suggests that the reason for this nation-wide silence is a new theory of Communication entitled "Privacy Surrender for Security Theory" (PSST). PSST states that Collective Memory (CM), propagated through Cultivation Theory (CT) by U.S. mass media in conjunction with Communication Privacy Management Theory (CPM), results in American media outlets encouraging the public to support a voluntary surrender of privacy for the sake of American national security. The researchers believe that this propagation, explained by the new theory, has conditioned the average American to turn a blind eye to the government's surveillance. The researchers propose a prepared experiment to collect qualitative and quantitative data to support the textual analysis performed in this report, which would then establish Privacy Surrender for Security Theory as a viable new theory in the field of Communication.

Keywords: *American national security, privacy, surrender, communication theory*