**Applying Audience Theories in Media**

**Audience Effects from Media ( ):**

**The focus is:**  What does media do to people?

Audiences exposed to

for example, repeated exposure to images of violence desensitize the audience or normalize certain behaviours.

* Example:

**Audience Uses and Gratifications of Media ( ):**

**The focus is:** What do people do with media?

The audience actively seeks out media texts  or to provide them with

The audience wants to:

1.
2.

in the media environment

1.
2.
3. escape from

**Discussion:**

What is your favourite TV show or Movie. Why do you watch it? What type of audience are you?

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**Audience Effects from Media (passive audience):**

**The focus is:**  What does media do to people?

Audiences exposed to **particular stimuli became “conditioned” to them** – for example, repeated exposure to images of violence desensitize the audience or normalize certain behaviours.

* Example: **The Bobo Doll Experiment**

**Audience Uses and Gratifications of Media (active audience):**

**The focus is:** What do people do with media?

The audience actively seeks out media texts **that fulfil needs that they have (uses)** or to provide them with **pleasures (gratifications)**

The audience wants to:

1. **be informed or educated**
2. **identify with characters of the situation** in the media environment
3. **simple entertainment**
4. **enhance social interaction**
5. escape from **the stresses of daily life**

**Discussion:**

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