**Applying Audience Theories in Media**

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| **Effects (passive audience)**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 | **Uses and Gratifications (active audience)**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
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From [Powerpoint Presentation](https://docs.google.com/presentation/d/1_syRjySW_IEe4-mUugDZhrPPatDifnD9YcSJ98omef4/edit?usp=sharing)

