**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 |

From [Powerpoint Presentation](https://docs.google.com/presentation/d/1_syRjySW_IEe4-mUugDZhrPPatDifnD9YcSJ98omef4/edit?usp=sharing)

