

Use this form to analyse and capture the key elements of the audience theory that you are looking at.

1st group task

Name of Theory:.....

What are the key characteristics of this theory, explain in your own words how this is theory works.

2nd Group task

Draw a diagram to explain this theory

3rd Group Task

How would you apply this theory to an example?

Examples	How would you measure the effect on the audience to show if this theory is successful?