

## Audiences theories

### Effects Model

In your own words what is the definition of the effects model?

That society is so easily imprinted on by the media that the media directly changes your behaviour. You sit on the couch and watch TV or films and suck up all of the ideas that they are giving off.

Find 2 or 3 research sources (include the hyperlink and copy and paste a quote) about the effects model, try to find someone that discusses what is wrong with this theory Explain in your own words what the website is saying

**Link:** <http://www.slideshare.net/nctcmia12/10-things-wrong-with-the-effects-model>

**Quote:** "Effects studied may involve distinctly ideological interpretations of what constitutes 'antisocial' action and tend only to refer to fictional TV programmes and films rather than news and factual programming. There is a substantial problem with an approach which suggests that on-screen violence is bad and if it does not extend this to cover news and factual violence, which is often cruel and has no visible consequences for the perpetrator."

**In my own words:** This website gives 10 different reasons as to why the effects model is bad. Most of the reasons are that they don't take other factors into consideration. Some of the points they make are that it isn't a grounded theory which means it doesn't go into detail enough about WHY people would just suck up this information and change their behaviour because of it.

**Link:** <http://www.slideshare.net/Fludvd/media-effects-theory>

**Quote:** "This situation is clearly exposed by research which seeks to establish what children can do and understand about and from the mass media. Such projects have shown that children can talk intelligently and indeed cynically about the mass media and that children as young as seven can make thoughtful, critical and 'media literate' video productions themselves"

**In my own words:** This website gives 3 in-depth reasons as to why it's a bad thing and then 3 other reasons that don't go into detail. Some reasons as to why this person thinks that it's a bad thing is because they treat Children inadequate (The quote above explains why they think this.) It's basically saying that they don't think that Children are intelligent enough to do

anything really. It's saying that the effects model is usually based on artificial research meaning that it's not true to life and therefore can't really be applied to the real world as the studies carried out were conducted in a lab setting. (Artificial environment not necessarily an actual lab.)

In your own words what is the definition of the Uses and Gratifications theory?

This is basically the exact opposite of the effects model. It's saying that the Audience aren't just sitting there like potatoes not really paying attention and just sucking up ideas. They just watch TV for entertainment because they actually want to get things out of it. The audience are there and active when watching it.

Find 2 or 3 research sources (include the hyperlink and copy and paste a quote) about uses and gratifications.

Explain in your own words what the website is saying

**Link:** <http://onmediatheory.blogspot.co.uk/2013/02/student-blog-uses-and-gratifications-of.html>

**Quote:** The uses and gratifications model does a good job explaining why individuals make the choices they do when the choice is a cognitive one. What if the choice isn't thought out? Humans are believed to be cognitive misers, that is, we only process a small amount of information in a situation and instead use shortcuts based on past experiences to make decisions. If humans do use past experiences to unconsciously make decisions does that mean that we make our media choices without cognitively thinking about them? Perhaps this is where media habits come from. We have a need and find something that satisfies that need so we stick with it. Media habits become particularly interesting when looking at media addiction. When one is addicted to a substance each time they use the stimuli they need more of it to feel satisfied. What if media addiction works in the same way? This would mean that each time someone goes back to meet a need they have to use the media more in order to feel the same level of satisfaction.

**In my own words:** This is saying that the uses and gratifications theory is a good thing and that they think this because it explains why people make the choices that they do. They watch TV media to get some sort of satisfaction out of it.

**Link:**

[http://www.mediaknowall.com/as\\_alevel/alevkeyconcepts/alevelkeycon.php?pageID=audience](http://www.mediaknowall.com/as_alevel/alevkeyconcepts/alevelkeycon.php?pageID=audience)

**Quote:** “During the 1960s, as the first generation to grow up with television became grown ups, it became increasingly apparent to media theorists that audiences made choices about what they did when consuming texts. Far from being a passive mass, audiences were made up of individuals who actively consumed texts for different reasons and in different ways. In 1948 Lasswell suggested that media texts had the following functions for individuals and society”

**In my own words:** This whole article is basically talking about how the uses and gratifications theory is a lot more updated than the effects model. A study was conducted about it ages ago and then recently another one was conducted. Whereas the effects model hasn't.

Compare the two theories, what are the pros and cons of each, which one do you think is more relevant to audiences

The one that is more relevant to audiences is definitely the uses and gratifications one. I think this because it relates to a lot of people and it doesn't really insult the intelligence of people. The pros of the effects model are that it gives an explanation as to why people do the things they do but it's not an in-depth explanation and doesn't take a lot of other factors into account. The pros of the uses and gratifications one is that it's a much more updated theory and people can actually relate to it more. It takes a lot of things into account and is a whole more positive outlook on the media.