

Business Foundation Media 2/3/4 & PFT2

Essay

**Why do People Watch Television?** Why do we chose to consume some media texts and not others? How does the media affect what we think, our beliefs and opinions? Has the Internet changed how we consume media texts and influenced our view of the world.

Discuss the Effectiveness of **'The Uses and Gratification Model' (L2)** as a method of assessing the effects of various media texts on the audience and compare this **'Active' theory with Hypodermic Needle theory (Passive), Reception Theory (Active and Passive) and Two Step Flow.**

1000 words

Students will need to demonstrate an understanding of the arguments for and against **'The Uses and Gratification Model' (Active) (L2)** supported by research and include comparisons with other audience theory models (L2): **The Hypodermic Syringe (Effects) (Passive), Reception Theory (Active v Passive) and Two Step Flow.** Students will also be expected to have also done some research and analysis of **Cultivation Theory.**