

Active Audience Approaches:

Katz and Lazarsfeld suggest opinion leaders influence others in their social groups with their interpretation of the media. Those in the group who respect the opinion leader will follow this viewpoint and interpret the media the same way.

Uses and Gratifications Model:

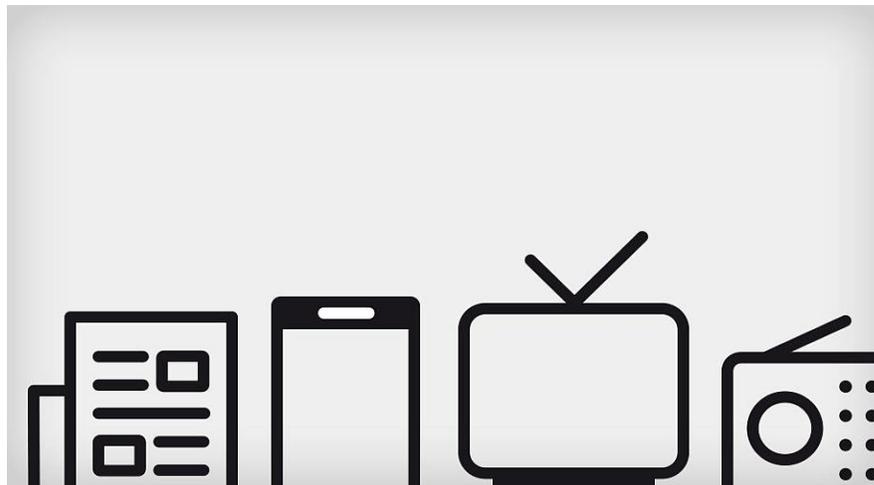
Blumer and McQuail - Media is used actively by audience to satisfy particular needs: Diversion, Personal Relationships, Personal Identity, Surveillance – people use the media for specific purposes at different times.

Reception Analysis Model:

Morley suggested that users are active in their interpretation of the media and view it from one of 3 perspectives: Dominant, Oppositional or Negotiated. The audience may agree with the message, disagree or reinterpret messages

Hypodermic Syringe Model:

Direct correlation between Real life violence and violence in media – young people are more susceptible to effects of media as it is directed transmitted into the minds of young people. Marcuse sees this as enabling ruling class ideology to be believed by masses



Selective Filter Model: Klapper – media needs to pass through 3 filters to have any effect. 1) selective exposure – audience must choose to watch the media source. 2) Selective Perception – does it fit in with the audience's perceptions of the real world 3) Selective retention – Media content needs to stick to have an effect. The audience is more active in choosing what media sources influence them

Cultural Effects Model: Media content contains strong cultural messages that reflect the views of the owners. Despite being able to interpret these sources, many believe the media is correct and this reinforces the message of the owners to divide society

Post Modern Model

Philo sees Postmodernity as producing a broad range of interpretations for media sources and that these consistently change and evolve in the light of new information – people do not have a fixed response as they are unsure of the truth

Bandura – Social Learning

Often presented alongside the hypodermic model, Bandura's research suggests that we observe behaviour in the media and see people being reinforced for that behaviour and therefore look to imitate it. This is often given as explanation for copycat violence or imitation.

Models of Media Effects on Audience