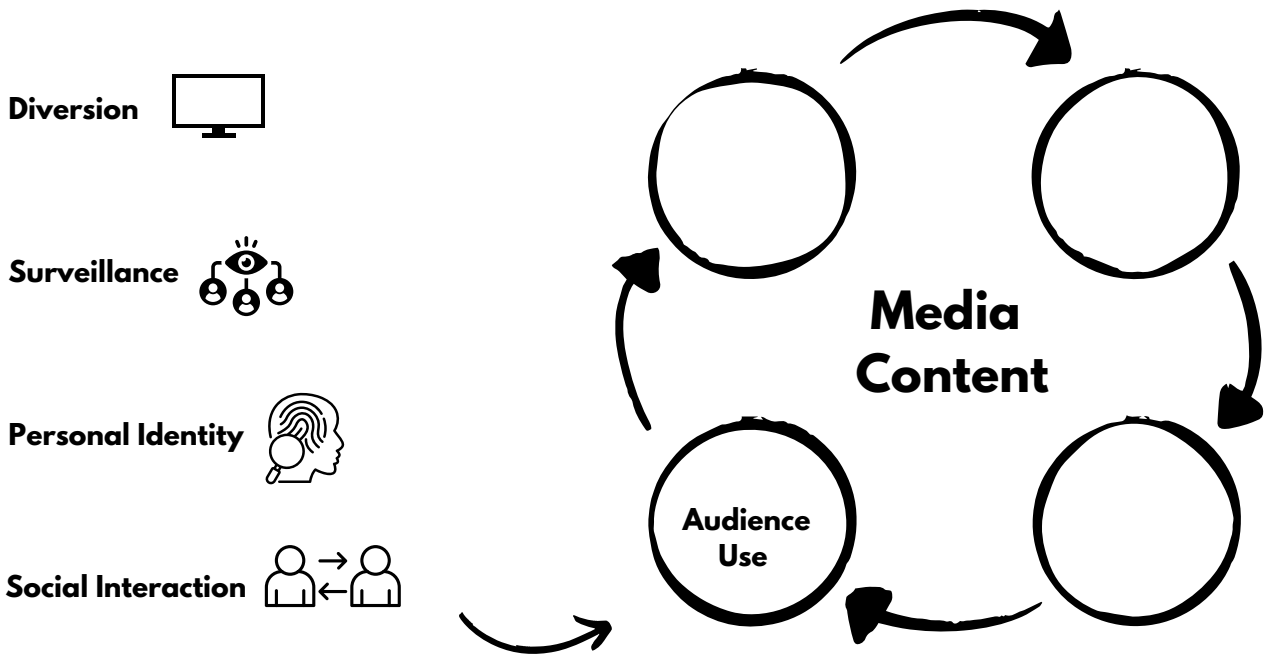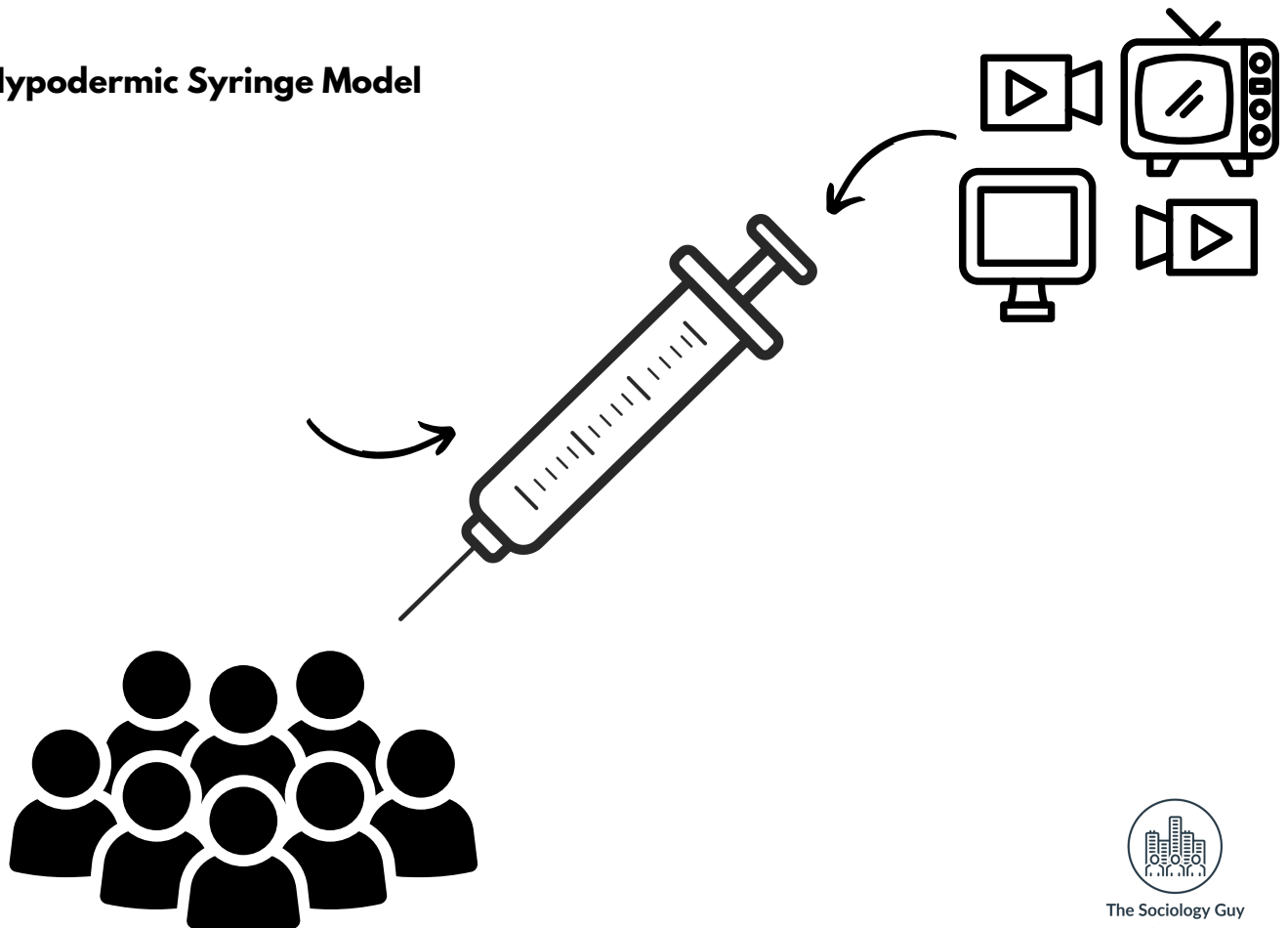# MISSING MEDIA MODELS

Below are some diagrams that represent the different models of the media and their effects on audiences. However, part of each model are missing. Identify the missing component of each model and add in an illustration and brief description of how that part functions.
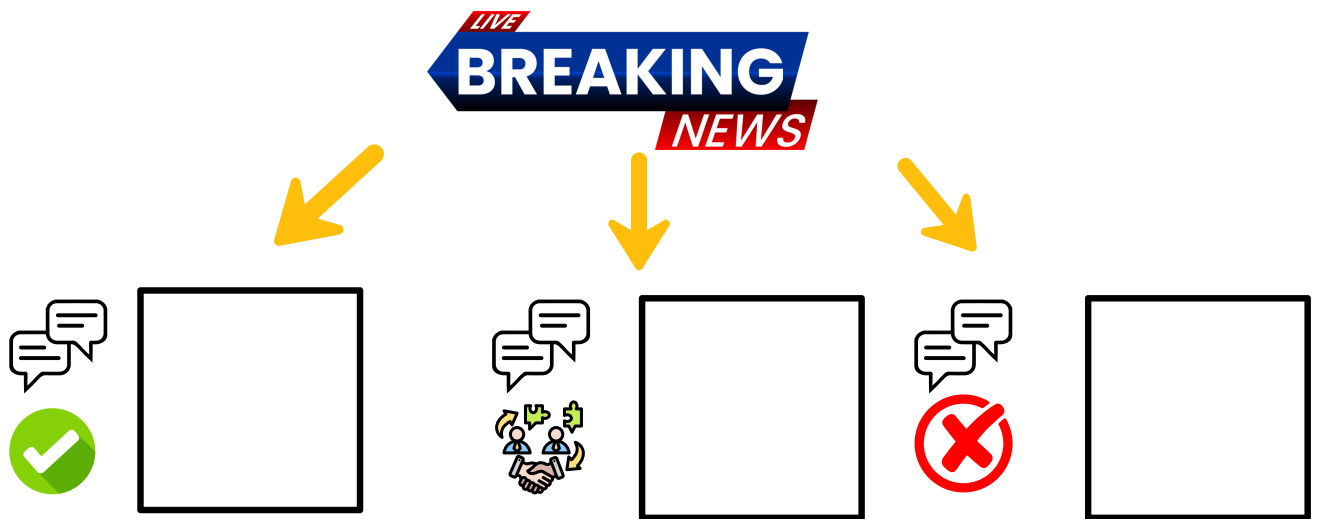
Uses and Gratifications Model

Diversion

Surveillance
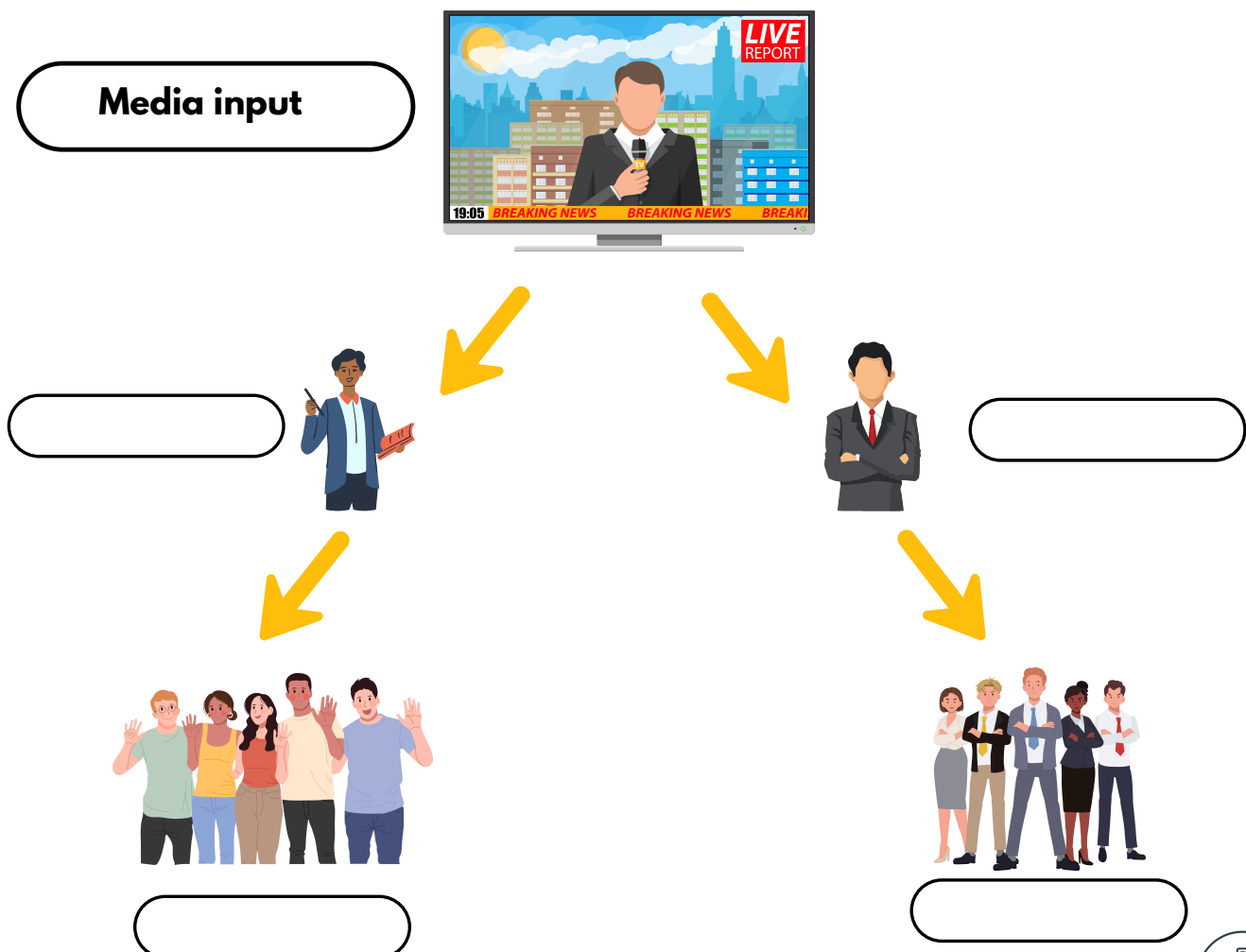
Personal Identity

Social Interaction

Media Content

Audience Use

Hypodermic Syringe Model

MISSING MEDIA MODELS

Reception Analysis Model

Two-Step Flow Model

Media input

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Social Learning Theory

Observation

Media input

Information retained

Selective Filter Model

Media input

Information retained

MISSING MEDIA MODELS

Cultural Effects Model
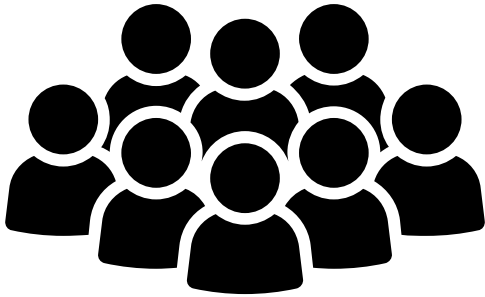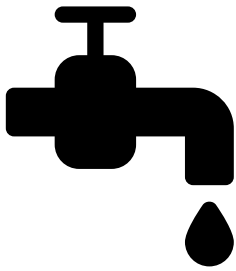
Media Model	Key Terms	Processes
Uses and Gratifications Model		
Hypodermic Syringe Model		
Reception Analysis Model		
Two-Step Flow Model		
Social Learning Theory		
Selective Filter Model		
Cultural Effects Model		

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