

Hypodermic Needle Theory

The idea is that the content produced by the media is forced into the minds of the audience

In this model, the audience is seen as passive = those following this theory believe the audience accepts, unquestioning what is given to them

This is also known as the 'Magic Bullet' Theory

Based on the notion that the media holds great power and influence over its audience


It puts forward therefore that the bias or opinion contained within the content will also be absorbed and taken on board by the audience.


Passive Consumers – An audience who are fed media content and accept it at face value without question. They absorb information and entertainment content, but also any other messages (promotional, political, persuasive) that it may concern.

Active Consumers – An audience who consume media selectively and question what is provided to them. They may choose what to consume and then use it for a number of different purposes, being influenced mildly by messages within the content.

A-Level Media Knowledge Organiser HT1

Uses & Gratifications Theory

 Places more focus on the consumer, or audience, instead of the media content itself

 It asks 'what do people do with the media' rather than 'what does media do to people'

 Suggested a range of ways that people use the media and get gratification (or satisfaction) within their lives

Cognitive needs – acquiring information, knowledge and understanding

Affective needs – providing stimulus of emotion, pleasure and feelings

Personal integrative needs – Providing a way to assess their credibility and status within society

Social integrative needs – Relating to their family and friends

Tension release needs – Escape and diversion from problems, the catharsis of the discussion of problems

Learning Habits

- ✓ Hard working
- ✓ Inquisitive
- ✓ Resilient



Character Habits

- ✓ Respectful
- ✓ Responsible
- ✓ Aspirational

