

## TO WHAT EXTENT DO AUDIENCES SHAPE MEDIA PRODUCTION?

This question requires that you take a critical view of the question. Brainstorm a variety of factors that can help shape media production.

What is your overall conclusion likely to be? (*a lot, quite important, not important at all*)

What insights into the question do you get by considering the following concepts?

Hypodermic syringe	
Two step flow	
Uses and Gratifications	
Cultural effects	
Considerations of market and financing of production	
Pluralist theories of production	
Marxist theories of production (ownership of media)	

List other ideas on the reverse of this sheet.