

# Theories of Audience: Sociology of the Media

## **Hypodermic Syringe Model**

Explanation	
Supporting evidence	
Criticisms of the theory	

## **Two Step flow**

Explanation	
Supporting evidence	
Criticisms of the theory	

## **Uses and Gratifications**

Explanation	
Supporting evidence	
Criticisms of the theory	

## **Cultural Effects Theory**

Explanation	
Supporting evidence	
Criticisms of the theory	