Keywords:

Uses and gratifications theory

Active audience

Refer to any of the clips provided

Specific Media texts you have studied

Representation of reality

Media producers represent reality

Clips provided and or any media texts

**Uses and Gratification Theory:**

The uses and gratification theory suggests the consumer has the power to discern what media they consume; therefore, the consumer has a clear understanding of what they are consuming and why

Examples of this could be in:

Information and Education: The News

Entertainment: Enjoyment

Escapism – Computer games and action films let viewers escape their real lives

QUESTION 12 RESPONSE:

Media producers represent reality using the clip in The Batman Dark Knight in the scene when in the scene the Joker is being interviewed by Batman and when Batman starts to get violent all the Police Officers are shocked to show realism in the clip