Keywords:

Uses and gratifications theory

Active audience

Refer to any of the clips provided

Specific Media texts you have studied

**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 liives