**Sociology Topic Front Page**

**Sub Topic: Relationship between Media Content, Presentation & Audience**

**Main Sociological ideas:**

Hypodermic Syringe

Critique of hypodermic syringe

Active Audience Approaches

2 step flow

Selective filter

Uses & Gratifications

Reception analysis

Cultural effects

Postmodernism

Moral Panics

**Name the Sociologists with their key idea to memorise**

**Summarise what each perspective says**

**Key Sociological concepts and terms to memorise**