This theory simply stated that mass communication media channels communicate directly to the mass audience without the message being filtered by opinion leaders. 5) multi step flow theory. This was based on the idea that there are a number of relays in the communication flow from a source to a large audience. Lull's television research found that families used television for communication facilitation, relationship building, intimacy, and for structuring the day. In general researchers have found four kinds of gratifications: 1. Information - we want to find out about society and the world- we want to satisfy our curiosity. UGT researchers are developing the theory to be more predictive and explanatory by connecting the needs, goals, benefits, and consequences of media consumption and use along with individual factors.[15]. Work in UGT was trailblazing because the research of Katz, Blumler, and Gurevitch built on Herzog’s research and caused a paradigm shift from how media influences people to how audiences use media, diminishing the dominance of the limited effects approach to mass media studies.[15]. Jay Blumler presented a number of interesting points, as to why Uses and Gratifications cannot measure an active...Â The uses of mass communications: Current perspectives on gratifications research, 3, 71-92. .Katz, Elihu, Jay G. Blumler, and Michael Gurevitch.
Mass communication theories are explanations and predictions of social phenomena that attempt to relate mass communication to various aspects of our personal and cultural lives or social systems (Baran 374). We need to be discerning as we examine mass communication (Baran).

Two-Step Flow Theory. After World War II, researchers began noticing that not all audiences react in the same ways to mass communication. Media had less power and relatively less affect than previously assumed (Klapper).

Mass Communication Study and You. Do you do most of your research using search engines like Google or Yahoo? There had been an assumption that today’s younger generation is the most web-literate.
Citizens, policymakers, and communication practitioners who are concerned about mass communication issues often turn to the academic community for answers. Their questions often involve such things as whether, to what extent, or why media violence or sex contribute to antisocial or criminal behavior among audiences. The answers often are not as simple or consistent as they might like. As one scholar put it, research and scholarship over eight decades in Mass Communication theory and methodology has been pioneered by communication scholars and researchers in Europe and North America. The main thrust of this paper is to examine Africa's contribution to mass communication theory. Beyond scholarship, the socioeconomic and political context in which the continent finds itself has not been a favourable breeding ground for theory and research development in Mass Communication. Based on a mixed methodology of qualitative and quantitative data, the paper navigates the "ferment" debates around Mass Communication Theory: Foundations, Ferment, and Future.