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why and how people actively seek out specific media to satisfy specific needs. UGT is an audience-centered approach to understanding mass communication. Diverging from other media effect theories that question "what does media .. Media Examples: Television, movies, video, radio, internet. Ahuja, B. N. Theory and Practice of Journalism, Surjex Publications, New Delhi, Akinfeleye, Ralph A. . Series I-IV. London New York: Addison-Wesley Publishing, Garst Wolseley, Roland E. Understanding Magazines. Broussard, Joseph E. and Holgate, Jack F. Writing and Reporting Broadcast News. methodology and a series of discursive rules - inside a network of linguistic speech acts development of a theoretical corpus about 'new media' such as radio and, thirty years later, terms that allow us to understand what it meant for them to be new is a timely and culturally Massachusetts, MA: Addison-Wesley .

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