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- John L. Sullivan Media Audiences: Effects, Users, Institutions and Powers (2013) 8. The Rocky Horror Picture Show Where would these people be on the continuum? 9. The Rocky Horror Picture Show Audience Participation Guide Task: Take a look at the audience participation guide for cinema viewings.

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When a media audience, producer or institution has agency, they feel they can use a medium or platform however they choose - to express themselves, to use the media for a specific purpose, or to communicate a message.

Agency and control in and of the media AOS 2 - Unit 4 | MEDIA

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