**The 18 theorists you need for OCR A-Level**

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| David HESMONDHALGH | Power of commerce and profit |
| Clay SHIRKY | ‘end of audience’, participatory culture |
| (James) CURRAN & (Jean) SEATON | Concentration of Media ownership |
| (Sonia) LIVINGSTONE & (Peter) LUNT | Media regulation |
| Stuart HALL | Encoding decoding, audience readings |
| Albert BANDURA | Imitative behaviour |
| Claude LEVI-STRAUSS | Binary opposites |
| Lisbet VAN ZOONEN | Patriarchy, objectification |
| bell hooks | Intersectionality = multiple discrimination |
| Judith BUTLER | gender performance (‘performativity’) |
| Steven NEALE | Repetition and difference |
| David GAUNTLETT | Fluid and multiple identity |
| Roland BARTHES | semiotics, codes and meaning |
| Paul GILROY | Postcolonialism, postcolonial ‘melancholia’ |
| Henry JENKINS | Fandom, shared cultures |
| Jean BAUDRILLARD | Postmodernism (replica, simulation, fakery) |
| George GERBNER | Mean World and Cultivation Theory |
| Tzvetan TODOROV | Narratology -3 part structure |

+ from GCSE/ AS Level

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| Hypodermic Needle Theory  Uses & Gratifications Maslow’s Hierarchy of Needs  Dyer’s Utopian Pleasures Model  Y&R 4Cs model (“MARS”)  Moral Panics (Stanley Cohen) | Propp’s 8 character types  Berger, Mulvey, Bechdel  McLuhan (global village)  Fiske (genre)  Postmodernism  Gatekeeping |

If you really like Media Theory, and for a more complete understanding, it could be useful to look at more advanced pioneering theories such as Gramsci, The Frankfurt School, Hegemony & Pluralism, News Values, Chomsky’s ‘manufactured consent’. See [www.themediastop.co.uk](http://www.themediastop.co.uk)