A Passive audience is the term used to describe someone who has little or no interaction with the media . A media influence theory such as the Hypodermic theory felt that all audiences were passive and like sitting ducks and simply absorb messages from the media like a sponge. The term Passive audience is also used to refer to the vulnerability of an audience such as children. Some argue that children are passive as they have yet to develop socially and academically and therefore may not be equipped to make their own judgement of a media message. Audiences who were quietly consuming media texts were thought to be passive’ their demeanour was taken as an indicator of acceptance of the media message.

The fact is there is no such thing as a passive audience.

Even audiences who are not paying attention to a text are not passive about it, they are choosing not to pay attention

An active audience refers to someone who actively engages with the media . An active audience receives the media message in their own way , they are active in the creation of meaning in the media text,. A media influence theory like the Uses and Gratifications Theory claim that audiences are active because the texts are open to interpretation for them. An active audience may accept or reject a message based on what needs they wish to be gratified . An active audience interacts with the media and provide feedback based on their personal attitudes and preferences.