This theory implies that mass media has a direct, immediate and powerful effect on its audiences. This theory argues that the message is injected into the blood stream of the public and attempts to create a uniform thinking.

**How the media influences the society on an analytical view inferred from these two theories.**

In both theories the media can be seen as the as a powerful socializing agent in any contemporary society. How?

In the social responsibility theory, the media content from the explanation earlier indicates that the context should be discussed in public panels. This in Kenya happens regularly where we find public gatherings in places like near city hall and along Moi Avenue where The Bunge la Mwananchi participants socialize and discuss issues based on the content they get from the Kenyan media.

On the Hypodermic needle theory, after the media has impacted on its audience in Kenya through the interactive media, people socialize and discuss the news contents e.g., during the US president visit mid this year, the Kidero grass was highly and widely ridiculed uniformly across Kenya.

In the social responsibility theory, media content is not censored but however should comply with the existing ethical codes and media regulations. This theory also depicts that one as a media personnel should be responsible. The news content from the media on crime and insecurity in Kenya is high. In the ethical codes of journalists, the faces of crime suspects shot down should not be shown in the news meaning that in the theory requirement, the media has conformed to the requirement. However with the continuous coverage, the world views Kenya as a war-torn country which is not to mean that every part of Kenya is that insecure. E.g. a headline on Fox news, on the 26th of November 2015 during the Pontiffs visit to Kenya read, “**Pope Visit War torn Africa**” this headline can make Kenyans be in fear of insecurity while the government is assuring Kenyans of sophisticated security level during the entire visit.

In both theories we can agree that the media has highly impacted in the society on matters to do with national politics.