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| **INT** (introduce The Archers) |
| **TA**(Outline the target audience) |  |
| **DEF**(Define the uses and gratifications theory) |  |
| **EVI1**(Evidence) |  |
| **JUS1**(Justification) |  |
| **EVI2**(Evidence) |  |
| **JUS2**(Justification) |  |
| **EVI3**(Evidence) |  |
| **JUS3**(Justification) |  |
| **CON**(Conclusion) |  |