

## Year 12 Media Summer Homework

During the session we looked at the Uses and Gratifications theory as developed by Bulmer and Katz suggests that media users play an active role in choosing and using the media. Bulmer and Katz believed that the user seeks out the media source that best fulfils their needs.

The uses and gratifications theory assumes the audience chooses what it wants to watch for four different reasons.

Personal Identity - Viewers can recognise a person or product, role models that reflect similar values to themselves and mimic or copy some of their characteristics.

Information and Education – the viewer wants to acquire information, knowledge and understanding by watching programmes like The News or Documentaries.

Entertainment/ Escapism – Viewers watch programmes for enjoyment or computer games and action films let viewers escape their real lives and imagine themselves in those situations

Social interaction – the ability for media products to produce a topic of conversation between people. For example who is the best contestant on The X-factor who which was the best goal shown on Match of the day.

Choose **any type of media** and write on how it conforms to the Uses and Gratifications Theory. In your explanation make sure you have given examples of **each of the four types** of uses or gratifications as discussed in the session.