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Mass 130-01
Intro to Mass Media

Uses and Gratification Theory

Mass Media is presented to us every time we turn on the TV, or open up a social media app. This happens to e the most prevalent form of spreading news. Some forms of modern media are more relative than others, specifically the Uses and Gratification Theory.

When consumers use media to nurture specific needs and desires, this is called the Uses and Gratifications Theory. In terms of modern media the Gratifications Theory is frequently used. Most of the time during media consumption, viewers can use the internet to separate their individual needs. As technology continues to advance it is easier for consumers to choose how much they want to consume, and for what exact reason. Some studies explore the idea that certain actions or thoughts from a person can be traced back to the type of entertainment they are consuming. For example, if a person expresses dark like behavior, they may be traced to the consumption of horrific media which may or may not always be the case.

Sports happen to be a huge part of life no matter the specific cultural background. Specifically football, which happens to be the most popular sport in North America. There are tons of people around the world who are fans of football, some die hard and some just minor fans. But every person chooses their own unique way to consume and indulge in the happenings of this sport. You may have people who actually sit down in front of the TV and watch the game, and those people who don’t watch games but still are highly informed in what went down. This proves that as time goes on, media and technology is constantly evolving. The fans who watch football out of love for the game are consuming for entertainment purposes. You also have some people (more so women) who only watch the sport for the purposes of looking at how attractive some of the athletes are. This reasoning falls under the arousal motive. Also the fact that you can find out what happened during a game without ever turning on the television proves that social media use is more widespread as time goes on, and it’s use is far more expansive than just social entertainment or amusement.

COVID-19 or the coronavirus has been a very popular topic this year. Although a lot of us have not personally experienced the diagnosis of this virus, there has been a lot of conversation and theories about it as the year went on. Many people may not have any factual education behind what practices to perform in order to prevent the virus, but social media has played a big impact on how we faced the challenges of avoiding catching it. Most of the ways we go about doing things in relations to the virus comes from a lot of the news we were provided with via social media. Conspiracy Theorist may have communicated their beliefs on reasons why this virus was spread and prevention methods, and because we pick and choose what type of media is easier for us to consume, most of the time we believe those ideas. During certain parts of the year the topic began to die down, leading a lot of people to believe that they could begin the normal practices of life again. Social media showed numerous people beginning to go back to working and

going on vacations, which is still not fairly safe. But due to the way we get our media and news our minds began to believe that going back to normal was okay. Social media provides a large portion of the reasoning behind the gratifications of everyday life whether we believe it or not.

Modern Media comes in many shapes and forms, and is apart of our daily lives. The way we indulge in the media comes from which method gives us easier access. In reference to the Uses and Gratifications Theory, we get our ideas and news from various outlets, mainly the most relevant which is social media. Due to the popularity of social media a lot of the news we consume, we personally tend to believe more so over actual researched facts.