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Homework Fourteen: Media: A Tool to Meet Our Needs

- 1. Explain how you might use media to manage your mood if you are feeling depressed. Use the fraction of selection components to explain what options you considered and why you might choose one specific medium.**

To manage my mood when I am feeling depressed, social media can be a helpful tool if used mindfully. Some ways I use social media to manage my mood, along with the fraction of selection components involved in making these choices, are connecting with positive people; interacting with people who have a positive outlook can help uplift my mood, for example, my closest friends in Perú, Indhira, Gianmarco, Nicolle. Also, I limit my exposure to negative content; social media can also be a source of negativity. So, I choose to unfollow or mute accounts that post negative or triggering content, such as news about violence or distressing images. And finally, sometimes I take breaks because spending too much time on social media can be overwhelming and increase feelings of anxiety and depression. So I choose to take breaks from social media, limit my screen time, and engage in other activities that bring me joy and relaxation.

- 2. Describe the last time you spent several hours at one sitting with TV, Internet, radio, or some other medium. From a uses and gratifications perspective, what needs and wants were you fulfilling? Were you always using the medium actively and intentionally, or were you a passive receiver of whatever the medium had to offer?**

The last time I spent hours watching the TV wasn't that long ago; it was over winter break with Sandy and Matt, my host parents. We wanted to binge a show together, and we were there sitting for almost twelve hours straight with some popcorn and soda. Watching TV for several hours can fulfill a variety of needs and wants from a uses and gratifications perspective. For example, it can provide entertainment and serve as a form of leisure activity, offering a break from everyday life stress. TV is also a major source of news, information, and educational content, satisfying a viewer's need for knowledge and understanding of the world. Additionally, TV can provide a sense of social interaction and connection with others, particularly when watched with family or friends. It can also serve as a form of emotional release, allowing viewers to experience different emotions through the characters and storylines depicted on screen. Watching TV can provide an escape from reality, enabling viewers to enter into different worlds or experiences. Finally, it can be a form of relaxation, particularly after a long day of work or other activities. It's important to note that the specific needs and wants to be fulfilled by TV may vary depending on each person and their personal circumstances.

3. Consider any three products or processes that are new in society. Describe your role in the diffusion of this innovation using the terms in the theory.

The Diffusion of Innovations theory explains how new products or processes spread through society. It suggests that the adoption of new innovations depends on certain factors, such as the relative advantage, compatibility, complexity, trialability, and observability of the innovation. Here are three examples of new products or processes and the role of a person in the diffusion of innovation using

the terms in the theory: The first one would be electric cars: The role of a person in the diffusion of electric cars is crucial in the early stages of adoption. Early adopters, who are usually individuals with higher social status and financial resources, can influence the perceptions of others by demonstrating the relative advantage of electric cars in terms of environmental sustainability, cost savings, and technological advancements. These individuals can also help reduce the complexity of the innovation by providing information and guidance on how to use and maintain electric cars. By observing the experiences of early adopters, the early majority may gradually adopt electric cars, leading to a critical mass of adoption that can drive further diffusion. I also thought about virtual reality technology: The role of a person in the diffusion of virtual reality technology is to create a sense of compatibility between the innovation and the needs and preferences of potential adopters. For example, content creators who can develop immersive and engaging experiences that appeal to the interests and values of various segments of society can increase the trialability and observability of virtual reality technology. These experiences can be shared through social media or other channels that enable people to share their experiences and influence others. As more people try and enjoy virtual reality technology, it may become more compatible with their lifestyles and expectations, leading to wider adoption. Finally, the Plant-based meat substitutes: The role of a person in the diffusion of plant-based meat substitutes is to create a sense of relative advantage by highlighting the benefits of these products over traditional meat, such as lower environmental impact, improved animal welfare, and potential health benefits. For example,

celebrities, athletes, or chefs who endorse plant-based meat substitutes can influence the attitudes and behaviors of their followers, especially those who are health-conscious or environmentally aware. These endorsers can also help reduce the complexity of the innovation by providing information on the taste, texture, and cooking methods of plant-based meat substitutes. As more people try and appreciate these products, they may gradually shift their dietary habits and contribute to the diffusion of innovation.

- 4. Suppose a reporter wrote, “The president looked away from reporters as he said, “I knew nothing of the issue.” Using reception theory, explain what you think the reporter was trying to convey, and then explain how you might give an oppositional reading to the statement.**

Reception theory suggests that the meaning of a text, in this case, a news report, is not fixed but rather depends on the reader's interpretation. Therefore, different readers may derive different meanings from the same text. In the given example, the reporter is using a specific technique to convey the president's behavior during the press conference. By noting that the president looked away from reporters, the reporter is implying that the president may not be entirely truthful or forthcoming about the issue at hand. Additionally, the use of quotation marks around "I knew nothing of the issue" indicates that the reporter is quoting the president's statement but is not necessarily accepting it as true. An oppositional reading of the statement might be that the reporter is biased against the president and is trying to paint him in a negative light. The use of the phrase "looked away from reporters" could be interpreted as an attempt to vilify the president's body language and imply that he

was evading the reporters' questions, rather than simply looking away momentarily. Similarly, the use of quotation marks around the president's statement could be seen as an attempt to cast doubt on the veracity of his words, rather than simply indicating a direct quote.