



Richard Osman suggests that “Sociology and Media Studies” are the only subjects which “explain our world”.

Essay Question – (20 Marks) Your essay should be approximately 1000 words and please be prepared to submit your essay electronically Google Docs or via flash-drive.

How do I use Media?

You use media products in your everyday lives. You use them for various reasons. According to “Uses and Gratifications Theory” (Blumler and Katz) there are four main reasons:

- **Identify**- being able to recognise the product or person in front of you, role models that reflect similar values to yours, aspiration to be someone else.
- **Educate** - being able to acquire information, knowledge and understanding
- **Entertain** – What you are consuming should give you enjoyment and also some form of ‘escapism’ enabling us to forget our worries temporarily.
- **Social Interaction** – the ability for media products to produce a topic of conversation between other people, sparks debates (etc who is left on the x-factor)

In relation to the theory above, **describe** and **explain** your own personal use of Media (Social Media, Films, YouTube, Spotify etc).

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