Uses and gratifications - Blumler & Katz

We consume the media text to learn more about society. The media text educates us and uncovers things that we did not know.

We consume the text to get away from our everyday problems, to relax and not have to think too hard about what is happening.

We consume the media text to enhance our own identity and relationship with the world. We identify with the character, location or situations that we see.

We consume the texts to validate and enhance the relationships with friends and family around us.

Diversion

Surveillance

Personal Relationships

Personal Identity

Crime Drama
We consume the text to get away from our everyday problems, to relax and have to not think too hard about what is happening
We consume the media text to learn more about society. The media text educates us and uncovers things that we did not know.
We consume the media text to enhance our own identity and relationship with the world. We identify with the character, location or situations that we see.
We consume the texts to validate and enhance the relationships with friends and family around us.