



## Uses and Gratification Theory

Uses and gratification theory spotlights on why the public use the media rather than what the media comprises of and how it imitates people.

It insinuates four ways in which audiences use the media i.e. films.

**Entertainment-** The use of media can postulate pleasure for the audience. This can also provide a way of diverting from reality and escaping from personal problems. Likewise, it may be used to relax or time to release certain emotions.

**Social Interaction-** Films that receive a major rating can provide social interpretation. This means that the films receiving the ratings would come up as a common topic of discussion as they would be widely recognised by the public therefore, these topics can be used for social interaction.

**Personal Identity-** Within a film, audiences can relate to the characters, groups or particular film stars, who may be seen as role models. It also finds a sense of belonging and to find corroboration for our own personal values.

**Information-** Films can be seen as a place for information. Non-fictional films can provide information for the reality behind the film. This can provide a more entertaining way of learning about certain events rather than having to research them in personal times.

The main focus for film producers is to provide entertainment for the audience. They provide what most audiences want to make a maximum amount of money. They want their film to be known and widely talked about by critics and audiences. The larger the box office the more revenue and profit, giving producers and directors the chance to create a sequel to their already successful film. The general success of the prequel would also provide another chance for a sequel therefore increasing profits and recognition.

Our target audience is from the age of 15 to 30 in the socio-economic group C1-E. We will try use the gratification theory to entertain and relate to our audience by introducing strong representation, which can provide the audiences with role models who they'd want to follow and be like. The ages 15 to 30 are normally very social, as the development in social media and phones has given them the chance to communicate. This is at our advantage, as our audiences would communicate with others about our product, increasing our range of audience.