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Katz proposed that audiences are passive targets who are just waiting to

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be hit by a magic bullet. F One of the key assumptions of uses and gratifications theory is that uses of media are inextricably tied to the gratifications people receive from those media.

## **HCT Chapter 28: Uses and Gratifications of Elihu Katz ...**

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Uses and Gratifications Research. USES AND GRATIFICATIONS. RESEARCH. BY ELIHU KATZ, JAY G. BLUMLER, AND. MICHAEL GUREVITCH. I NTEREST IN THE GRATIFICATIONS that media provide. their audiences goes back to the beginning of empirical mass. communication research. Such studies were well represented.

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## **Uses and Gratifications Research**

ELIHU KATZ, JAY G. BLUMLER, MICHAEL GUREVITCH; USES AND GRATIFICATIONS RESEARCH, Public Opinion Quarterly, Volume 37, Issue 4, 1 January 1973, Pages 509-523, h

## **USES AND GRATIFICATIONS**

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## **RESEARCH | Public Opinion ...**

Uses and Gratifications theory as developed by Bulmer and Katz suggests that media users play an active role in choosing and using the media. Bulmer and Katz believed that the user seeks out the media source that best fulfils their needs.



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## **Uses and Gratifications Theory - A-Level Media Studies ...**

In the midst of these events, two communications researchers, Elihu Katz and Jay Blumler, developed the uses and gratifications theory in 1974 as a reaction to traditional mass communication research emphasizing the sender and the message (Oliver &

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Nabi, n.d.). This theory has evolved since its adaptation 42 years ago to accommodate changing communications and media platforms.

## **Uses and Gratifications Theory | Sarah Turney 473**

Describe the 5 assumptions of Katz's Uses and Gratification Theory. Provide

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an example of each one. A. audience is active B. people use the media rather than the media use the people C. people have several needs and options to meet those needs D. people are aware of the media choices they make

## **CHAPTER 28: USES AND GRATIFICATIONS THEORY of Elihu**

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## **Katz ...**

Uses and gratification theory of communication explains how people use media to fulfill their needs. Gratification of needs is the most important role of media for humans. People get knowledge, interaction, relaxation, awareness, escape and entertainment through media which they use for

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interpersonal communication as well.  
The theory was introduced by Blumler  
and Katz in 1974 in the article “the Uses  
of Mass Communications: Current  
Perspectives on Gratifications Research”  
and focuses its ...

## **Uses and Gratifications Theory - Businessstopia**

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3. Overview • In 1974, researchers Blumler and Katz came up with a theory stating that individuals might choose and use a text for the following purposes (ie uses and gratifications): 4. •  
Diversion - escape from everyday problems and routine. •

## **Uses and gratifications theory**

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Uses and gratifications characterizes people as active and motivated in selecting the media they choose to consume. The theory relies on two principles: media users are active in their selection of the media they consume, and they are aware of their reasons for selecting different media

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## **What Is Uses and Gratifications Theory? Definition and ...**

The researchers proposed seven uses and gratifications; they are listed below, from highest to lowest ranked according to the study's results:

Accessibility/mobility Relaxation Escape



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Entertainment Information seeking  
Coordination for business  
Socialization/affection seeking Status  
seeking

## **Uses and gratifications theory - Wikipedia**

Elihu Katz first introduced the Uses and Gratification Approach, when he came

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up with the notion that people use the media to their benefit. The perspective emerged in the early 1970's as Katz and his two colleagues, Jay Blumler and Michael Gurevitch continued to expand the idea.

## **Uses & Gratifications/ Dependency Theory**

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The Uses and Gratification Theory is a theory by Blumer and Katz in which proposes that media users play an active role in choosing and using the media. It says that users take an active part in the communication process and are goal oriented in their use of the media.

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## **Uses and Gratification Theory Free Essay Example**

The Uses and Gratifications Theory suggests there are certain reasons why an audience responds to different media texts: ... Some audiences like to watch or read media texts because they can ...

## **Audience response theory -**

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## **Audience appeal - GCSE Media ...**

Uses and Gratifications This approach to the analysis of media impacts on audiences was pioneered by Blumler and Katz (1974, and Katz, 1959) and reversed the traditional research agenda by asking why people used the media rather than inquiring into what effects, if any, the media might have on

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## **SAGE Books - Key Concepts in Journalism Studies**

The Uses and Gratification Theory is a theory by Blumer and Katz in which proposes that media users play an active role in choosing and using the media. It says that users take an active

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part in the communication process and are goal oriented in their use of the media.

## **Media Uses According to Gratification Theory Free Essay ...**

Abstract. Four conceptual problems require resolution if the uses and gratifications approach to mass

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communication studies is to be maximally productive: a vague conceptual framework; lack of precision in major concepts; a confused explanatory apparatus; and failure to view perception as an active process.

## **Uses and Misuses of Uses and Gratifications 1**



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## Research

The Uses and Gratification Theory is a theory by Blumer and Katz in which proposes that media users play an active role in choosing and using the media. It says that users take an active part in the communication process and are goal oriented in their use of the media.

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## **Uses And Gratification Theory Free Essays**

Within this compilation, Katz, Blumler, and Michael Gurevitch presented an oft-cited definition of uses and gratifications that underscores the importance of social and psychological needs and individual differences, which in turn determine media consumption and

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## **Elihu Katz | American sociologist | Britannica**

Carey, J. W. and A. L. Krelling (1974) "Popular culture and uses and gratifications: notes toward an accommodation," in J. Blumler and E. Katz (eds.) The Uses of Mass

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Communication: Current Perspectives on  
Gratifications Research. Beverly Hills,  
CA: Sage. Google Scholar

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