

GCE A LEVEL



WJEC Eduqas GCE A LEVEL in FILM STUDIES

Spectatorship: Uses and Gratifications Model



Spectatorship:

Uses and Gratifications Model

For each bullet point identify a Film text that could fulfil this 'use' and write 1-2 sentences explaining *how* it fulfils this.

Information (aka Surveillance)

- **finding out about relevant events and conditions about our surroundings, society and the world**

Film text:	
Explanation:	

- **shows a range of opinion and decision choices (which the viewer may wish to adopt)**

Film text:	
Explanation:	

- **satisfying curiosity and general interest**

Film text:	
Explanation:	

- **learning; self-education**

Film text:	
Explanation:	

Personal Identity

- finding reinforcement for personal values

Film text:	
Explanation:	

- finding models of behaviour (to either embrace or reject)

Film text:	
Explanation:	

- identifying with a valued other (or 'opinion leader')

Film text:	
Explanation:	

- aspiring to be like a valued other

Film text:	
Explanation:	

Integration and Social Interaction

- gaining insight into circumstances of others; social empathy

Film text:	
Explanation:	

- identifying with others (of same background) and gaining a sense of belonging

Film text:	
Explanation:	

- finding a basis for conversation and social interaction ('water-cooler discussions')

Film text:	
Explanation:	

:

- helping to carry out social roles and fulfil expectations

Film text:	
Explanation:	

Pure Entertainment

- **escaping, or being diverted, from real world problems**

Film text:	
Explanation:	

- **adrenaline rush - exciting/scary scenes**

Film text:	
Explanation:	

- **relaxing (not challenging, stressful - easy 'background' viewing)**

Film text:	
Explanation:	

- **spectacle (seeing something you would never see in real life)**

Film text:	
Explanation:	

- **catharsis (emotional release or extremity of emotion)**

Film text:	
Explanation:	

- **sexual arousal**

Film text:	
Explanation:	

Example of text that provides two or more ‘uses and gratifications’:

What audiences? Why? (link to how this text provides ‘uses and gratifications’ for specific audiences)