Uses and Gratifications theory tells us that individuals find personal satisfaction and

meaning in media texts. Read at least one article by Elihu Katz, the founder of U&G theory

(the article might have co-authors — that’s OK). Then examine one or two instances of

people using media texts as Katz et al. describe — that is, for the purpose of an individual

gratifying a personal or social need. What does examining uses and gratifications in this

way tell you about people and media texts? What else might we need to consider — that

is, what doesn’t this theory do?

This is a research-based assignment. You may take a first-person, a third-person, or a combined

approach to responding to the question you have selected, but ensure you support your claims

with clear, specific evidence. Your essay must propose a specific claim or exploration, build an

argument or a discussion, and reach a clear conclusion. Your paper should be about 1500 to 1800

words (5 or 6 pages) long.

A paper of this length at this level of study should include 10 to 15 substantive in-line citations,

drawing from at least 6 to 8 sources. At least half of your sources MUST be academic sources

(peer-reviewed journals or books). Some of your sources might be popular texts (e.g., magazine

articles, blogs, YouTube videos, television programs). Ensure ALL of your sources are

appropriately acknowledged, both in the essay itself and in a bibliography, using a standard

referencing system (e.g., MLA or APA). A bibliography of your sources is a required component of

this assignment.