

# [Uses and gratification theory applied to religious programming essay examples](https://assignbuster.com/uses-and-gratification-theory-applied-to-religious-programming-essay-examples/)

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## Uses and Gratification Theory Applied to Religious Programming

In the recent years, several studies conducted establish the facts and information of the increasing popularity of the religious television stations. There has been documented a raising number of religious broadcasting station and also an increased number of viewers. In a research conducted by Abelman Robert, the audience to this religious broadcasting turned out to be an active audience. Recent studies into religious programming show that there has been an extension of the conceptual division drawn between ritualized and secular TV usage. The research explained the high selectivity among the viewers of this religious stations (Lloyd, 2006)
Data from the research showed that the number of women who watch this programs are more than those of men. The research also indicated that the watching of this programs is affected by age as individuals’ age increases so does their viewing of this program. The research indicated that the viewing of this programs among the poor people, less educated, and those in low paying, but difficult jobs is higher compared to that of higher income earners, better educated, and in white-collar jobs.
The research also indicated that number of people watching this program also varied according to geographical locations. Referring to some detailed data collected by Arbitron and resented by Hadden and Swann, the number of audience vary according to location. The make-up of these TV programs showed a bias towards the southern and mid-western states. These recorded a very high church attendance in the nation. The studies went further to show the influence of church affiliations in watching these programs. Religious interests consistently affect individuals’ decision on watching the religious programs. Persons affiliated to the church tend to watch these programs more that those with least interest in religious matters.
The research indicated that people watch these programs due to different reasons. People watch particular programs in accordance to the content of the program broadcasted. People also watch these programs in accordance to their personal situations.
The report also indicated that religious programs were views as a good source of spiritual guidance and moral values. These programs were also used as an alternative to attending the church. These programs also served as a substitute of secular programs that denied some people the satisfaction they needed from watching the TV.
Personal reactions to these findings are that of surprise. The findings provide new and shocking facts on who watch the programs and why they watch. It is amazing to find out that the older generation is more interested in these programs that the young people in the society. It has never been thought that geographical locations can actually influence the number of the audience of these programs and these facts from the study astonishes many people. Another personal reaction to the findings of this study is that of admiration and appreciation to the religious leaders. This is so because of their achievements in spreading the gospel, statistics showed that the number of religious broadcasting stations have increased over time. The number of people viewing the religious program has also been observed to increase.
The findings are partially surprising because many people did not expect the majority of the viewers to be the old, but rather the young people. Other findings from the research are in line with most of the speculations made and did not come as news to many people. This is so because over the recent past Christianity has been observed to gain more roots all over the nation. Also, the increased TV stations broadcasting religious programs were clear indications of increased viewing of the religious programs. The findings of this program were also expected to concern who mainly watch the programs as women in the society are generally religious affiliated (Gallup Organization, & Roper Center for Public Opinion Research, 2008)
Counselling programs also apply the uses and gratification research. This is so because many people watch programs that promise to solve their personal and societal programs or rather that give hope to them (Layton, 2011). The expected results of this study in terms of who watch would show that adults, and specifically the parents in a marriage would watch most than any other group in the society. The young people would least be interested in this programs than any other group in the society. In terms of the motive of watching parents would watch in order to get instructions and ideas of dealing with domestic problems. Other groups in the society would watch this programs out of personal reasons and interests.
Another program that people may watch for reactionary reasons is that of entertainment. Society appreciates the different works of art among the people. Entertainment programs would attract viewers from all groups of people across all areas of the nation. Though, a larger part of the viewers would comprise of the young people in the society. This program would be viewed due to a wide range of reasons inclusive of the following: personal reasons, to get information on artistic matters, and as a way of relaxing.

## Reference

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