

# Uses and functions of mass media

Business, Decision Making



A use as defined by dictionary. com is to employ for some purpose; put into service; make use of. While Function is defined as the kind of action or activity proper to a person, thing, or institution; the purpose for which something is designed or exists; role. Hence the uses of the mass media can be said to be: Staying Informed The media can't be surpassed as a window on the world. From newspapers and television shows to Internet news sites, the media offer us myriad ways to catch up on what's happening around the globe. As media consumers, we get to choose which sources we want to watch. If we want a shorter, quick version of the news, we can read the headlines of our favorite newspaper. If we want more in-depth coverage, we can turn to sites such as the BBC online and learn about international events. Being Entertained Another aspect of the uses and gratifications theory involves the ability of the media to keep us entertained. Whether it's a late-night round with The Daily Show or an hour spent watching a favourite program , the media can provide a diversion from the real world. Building Relationships Some people use the media as a way to build relationships, both with themselves and with others. For instance, time spent watching a favorite inspirational movie or reading an uplifting book by an author we love can make us feel better about ourselves. At the same time, time spent blogging can build a virtual community between us and people we may or may not know around the world. The blog becomes a device for personal conversations with friends and acquaintances. Setting Agenda They also have the power to inform the population on the latest political and economic events. It the audience learn not only about that issue but also how much importance to attach to that issue from the amount of information in the

news story and its position. While the functions of mass media are such as Mobilizing people during Crisis E. g during political rallies the media with instant access to the information we collectively witness the same events in real time and thus people are mobilized around a certain event. Persuasion This is the influence of the decision making process by giving individuals a certain reference points and teaching individuals certain reference points and teaching individuals certain behaviors.