



Blumler & Katz

Where do I use
this?

1. **Critical Reflections** - question such as those on **audience, representation and branding (Comp 3 only)**
2. **Music industry** - Media industry seeks to diversify its production and create synergies. **Music and star images are extremely helpful for the audience to use music as part of their social interaction and to build their personal identities around.** Furthermore music is extremely **entertaining** and we need **information** about who's touring and how to look 'right'.
3. **Media regulation** - The ASA are there to guard British society from **misleading** or **false information** in their adverts. Adverts often use **celebrities** we recognise to sell us stuff.
4. **Postmodern Media** - The personal identity and social relationships we construct via the media **become more important to us that our real life relationships.**
5. **Media Ecology** - A useful introduction to any essay on audience and how **deeply embedded media is** in their day to day lives, sense of self and social relationships.