**Notes – 12/12/17**

**USES AND GRATIFICATIONS**

The third and most useful theory, this one starts by assuming that audiences are ACTIVE; they actually look for things in texts rather than simply receiving what they are given as PASSIVE audiences (which is what transmissional theories like the hypodermic needle model assume.) There are various versions of the theory, but we tend to favour the one devised by McQuail and Blumler, which identifies four things audiences look for (and which, of course, a clever advertiser will seek to provide.) They are:

* DIVERSION (or entertainment)
* PERSONAL RELATIONSHIPS (to form relationships with people who consume the same media.)
* PERSONAL IDENTITY (to express or explore ideas about their own identities.)
* SURVEILLANCE (to learn about the world.)

<https://www.youtube.com/watch?v=hcMSrKi8hZA>

**Target age:** Middle aged – 20 to 50, but also anybody with interest in the portrait mode function, as it is suggested that this is a powerful function that boosts the quality of the image.

**Target gender**: Gender neutral, but slightly male-oriented, as it is the man who took the initiative to first take the image. Also, all the barbers are males, and are the primary workforce in the barber shop.

**Target ethnicity:** American residents, but including African-Americans too, to show a liberal and modern society.

**Target demographic:** Counterintuitively, the skilled working class who probably will not be able to afford the product; as such, this advertisement would probably simply be aimed at the general public to get the word out about the functionality of the iPhone X.

**Target physcograpic:** The mainstream; people want to be like everyone else, have the same functions as everyone else.

**Diversion:** It’s interesting! It’s quirky and modern and relatively relatable. The story is short and snappy and makes sense.

**Surveillance:** The advertisement tells you about one of the functions of the new iPhone, reaching out to those who are interested.

**Personal identity:** The advert reflects the viewers views if they have voluntarily chosen to watch it.