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FFAR 250

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### Assignment #3 : Entertainment & Its Impact Today

Dear Pamela,

It has been a while since I have written a proper letter to you. I have just been caught up with work, my social life, and other activities in my free time. At least we have not been completely disconnected, since we constantly comment on each others' Facebook posts, like each others' Instagram pictures, and send Snapchats back and forth. It is crazy, but it almost feels like I know everything about what is going on in your life, and vice versa, even though we have not seen each other in nearly two months. Social media is truly a blessing, because of how it connects us, and also keeps us entertained. Rather than updating you on my life which you already know all about, because I post so much online, I thought I would instead talk about "Entertainment", the psychology behind its appeal, as well as the negative aspects of this "Entertainment age" we are living in.

Entertainment is especially in demand today more than anything. In Dolf Zillmann's book "*Media Entertainment: The Psychology of Its Appeal*" he explains that "All conceivable forms of media entertainment avail themselves at all times, competing with alternative forms for the attention of those seeking diversion, relaxation, excitement, amusement, bewilderment, or other alterations of prevailing experiential states"(Zillman, 7). It is actually fascinating to

understand that entertainment has so many different forms, but it is truly media entertainment that is taking over the world as of late. I believe that one of the biggest reasons for this, is thanks to the internet, people can tailor-make their experience with exactly what they wish to see, hear, watch, etc. Zillman elaborates on this point later in the book by stating “The entertainment needs of vastly diverse audiences with vastly diverse intellectual, aesthetic, and emotional interests will have to be explored with increasing care and rigour.” (Zillman 7). Implying that there is research going on about the psychology behind the diverse feelings, and needs that we have for media entertainment. This is important to know, because it ties in to the overall psychology behind its appeal. In Harold Vogel’s book *Entertainment Industry Economics*, he states that “Although life is full of constraints and disciplines, responsibilities and chores, and a host of things disagreeable, entertainment, in contrast, encompasses activities that people enjoy and look forward to doing, hearing or seeing.”(Vogel, XIX). Where I am concerned, that quote is the best explanation for the appeal of entertainment, since most of us either have school, jobs, homework, some stress, etc. Meaning that entertainment is sort of an escape for us all, and that is why it is in high demand.

The negative aspect of the “entertainment age” we live in, is that we consume it way more than we should. In my opinion, it is because of the fact that we have such easy access to something that can make us very happy, at all times. Even as I am typing out this letter to you, it is taking me way longer than it should, because I have multiple tabs on my computer remaining open; (my Facebook page, Twitter, news sites), I am constantly getting notifications on my phone, and I am listening to music. Streaming services have been a big source of time spending. Applications such as Netflix that gives us access to thousands of movies and television shows for

less than ten dollars per month, is a fantastic value, however a crazy time killer. According to statistics found by Craig Smith on the *DMR STATS* website, as of February 2017, Netflix has over 93.8 million subscribers, each month over 10 billion hours of content is being streamed, and over 70% of users actually binge-watch shows(meaning to watch many episodes in a row). That is insanity, especially when you consider the fact that Netflix is not the only streaming service. There is; Amazon Prime, Hulu, HBO Go, Crunchyroll etc. There is no shortage of ways for people to be able to consume content. Add the fact that people play video games, watch youtube, sports, listen to music, and they can do all that just from their phone. Yes, it is sort of nuts. Of course, I am not one to complain, since I do all those things. I am just part of the problem.

I know that was a lot to take in Pamela, sorry if it felt like I was rambling, but I just feel like “Entertainment” is something we almost take for granted. Just sit and say the word, and think of what comes up. Whenever I say it, I feel as if flashes of moments from different movies, shows, and games just pop up in my head. As I said earlier, we all have a psychological draw to entertainment, it is only natural that we would want to get away from our problems in life with something that makes us happy. But, I do also feel as if we, as the generation that has such easy access to entertainment, have almost abused it. Granted, it is not completely our fault, since technology is completely part of society in how we even pay our bills, do our school work etc. It is just up to us to decide how much of it we want to consume. Anyways, I hope you are doing well Pam! I will be seeing you soon hopefully!

Love,

Fadel

## Works Cited

- Vogel, Harold . *Entertainment Industry Economics*. US, Cambridge University Press, 2015.

- Zillmann, Dolf & Vorderer, Peter. *Media Entertainment : The Psychology of Its Appeal*.

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- Smith, Craig . “105 Amazing Netflix Statistics and Facts”*ExpandedRamblings.com*. March 1st

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