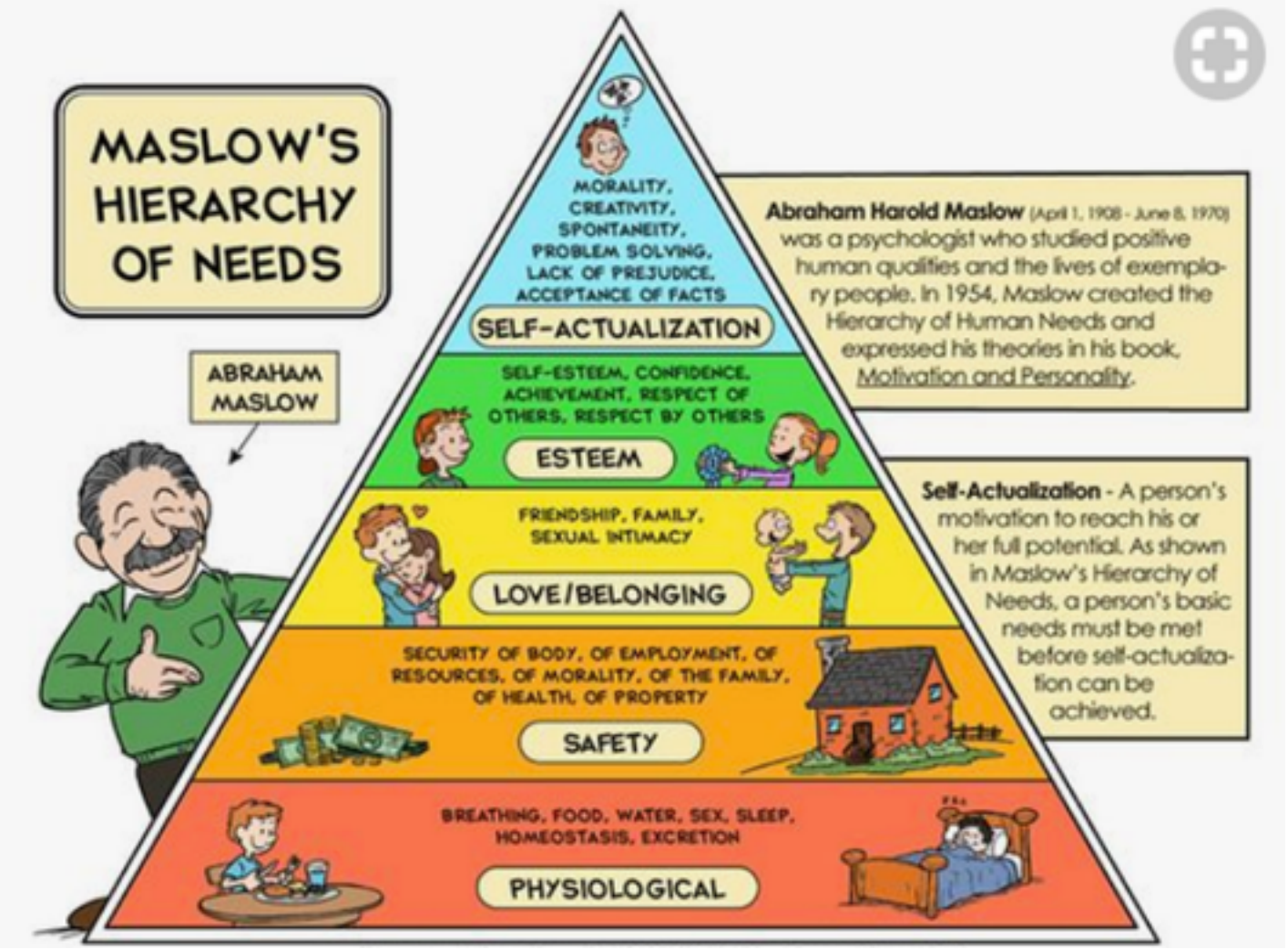
MASLOW'S HIERARCHY OF NEEDS

Mainly used in Psychology, this model explains how **human behaviour is motivated by certain needs**, ranging from the most basic at the bottom of the pyramid to the more spiritual and abstract at the top. In media, we can see how certain media products may satisfy certain needs.



Maslow's Hierarchy of Needs 2

Maslow's Hierarchy of Needs relates to
Uses & Gratifications Theory
Dyer's Utopian Pleasures Model

https://youtu.be/L0PKWTta7lU

1) Look at certain adverts and notice how they don't just sell a product or a brand. They also promise a certain lifestyle, a dream. They appeal to our aspiration – our desire to achieve **self-actualisation**: a state of true happiness, unattainable perfection. Find examples of print and moving image adverts and how they can be related to this model. e.g. M&S / John Lewis xmas ads

2) According to the Frankfurt School academics, advertising and representations of celebrity lifestyles created sense of **false hopes & needs.** What are the effects of generating these feelings of unfulfilled aspiration among audiences? (Think about consumerism,materialism -the worship of money and acquisition of goods. Another word for this process is **commodification**– the idea that everything can be turned into a commodity, i.e. something that can be bought and sold)