

Mass Communication programmes

Task

In his important book, *Everyday Life*, Michael Sheringham argues that:

Everydayness is more or less exclusively associated with what is boring, habitual, mundane, uneventful, trivial, humdrum, repetitive, inauthentic, and unrewarding (Sheringham 2006: 23)

Yet media play a key role in our “everyday lives”, suggesting, perhaps, that which constitute our everyday lives are not as a trivial as we are sometimes led to believe. As you prepare to join Northumbria in September, reflect on the following question: “what is the most significant type of media to you and why?”

- Social media
- Video software, e.g. Zoom
- News websites
- Streaming services such as Netflix, Prime etc
- Other applications

Given the centrality of media to our “everyday” lives, is it still possible to think about “the everyday” in the negative manner of the above quotation?