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## Taking a Break. Some Thoughts about Media Consumption.

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**Mira Moshe**

Ariel University, Department of Sociology and Anthropology, Israel

**Abstract:** This article examines the structural characteristics of media consumption as a routine break from habitual activity. While acknowledging the existence and importance of “taking a breather” in everyday life, one may ask if and when it is possible to characterize taking a break in today’s media field. The “media break” refers to communications consumption that is not directed at finding out what is occurring in the outside world, correlating between parts of the social and/or political system or responding to the environment and/or passing on the social heritage to the next generation. During the media breather, individuals cut themselves off from their obligations to surveillance, adaptation, connection, continuity, and enlistment. They isolate themselves from systemic constraints and needs and delay any overt contribution to the system. The media break can occur at any hour of the day, or even several times a day. In light of the contribution of routine activity to the stability of the social fabric, this article suggests that media consumption of the “breather” type can provide a structural basis for social stability.

**Keywords:** media theory, mass communications, media consumption, consumer behaviour