GCSE Audience

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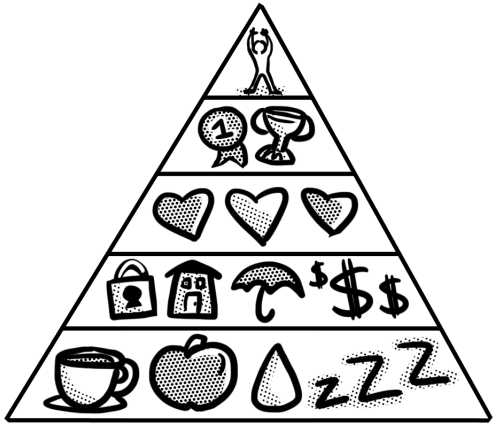

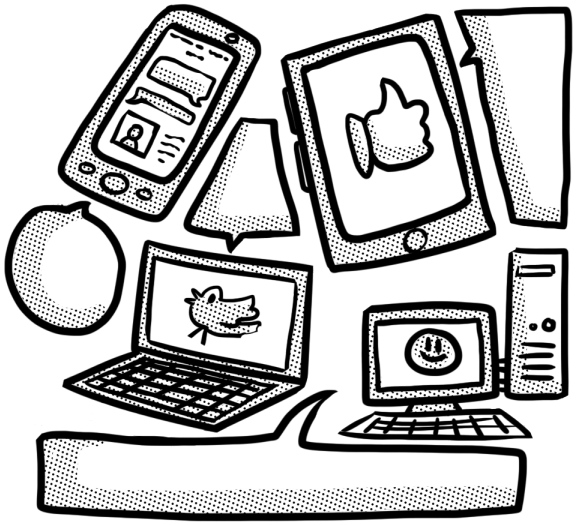

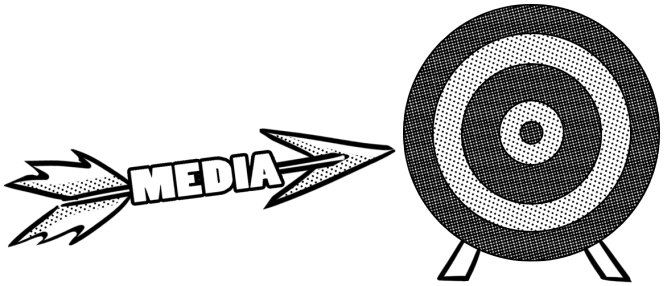

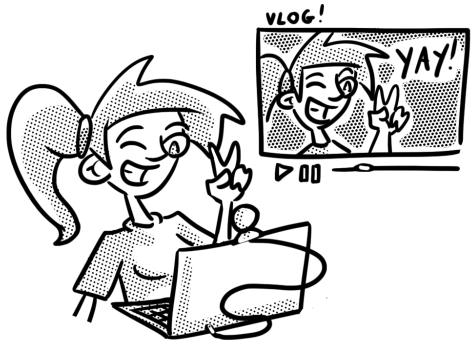

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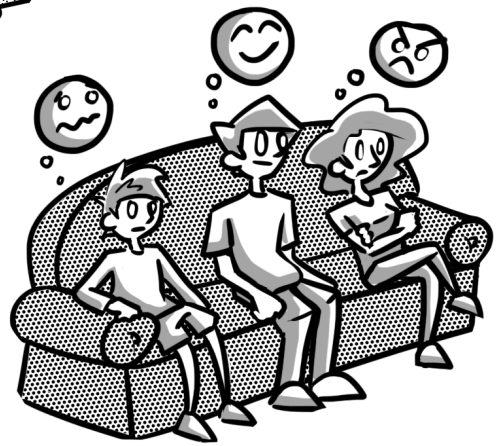
Media Studies



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Targeting an Audience

- Discuss how and why media products are aimed at a ***range of audiences***, from ***niche*** to ***mass*** audiences.
- Can you explain how the nine different media forms ***target***, ***reach*** and ***address*** different audience groups? You should apply your own primary research in a specific field of the media in response to this task.
- List the various ways media producers ***categorise*** audiences. How important is it to ***meet the needs of a specific target audience***?

Audience & Technologies

- How are digital technologies used to identify audiences? Carry out research into the following institutions: ***BARB, RAJAR, Pamco*** and ***Nielsen.***
- Explore the ***role*** of digital technologies in audience ***consumption*** and ***usage*** of media products.
- How have ***synergy*** and ***convergence*** changed the face of the ***media landscape*** in recent years?
- Explain how technologies have created new ***opportunities*** for audiences within different media forms, refer to ***specific examples.***

Audience Profiling

- Define the following audience research techniques: ***quantitative & qualitative*** and ***primary & secondary***. How and why might these be used within media institutions and industries?
- Explain why producers of media texts need to ***know who their audience are***. What ***benefits*** are there for producers in having a ***clear profile*** of their target audience. ***How*** have you used audience profiling in your own production work?

Audiences as Producers

- Can you explain, referring to specific case studies, how audience members have become ***media producers***. How do you think this has changed the ***media landscape*** in recent years?
- How have people used the media in recent years, to ***raise public awareness*** of social and ***political issues***?
- Explore how the digitalisation of the media has opened up ***opportunities*** for the ***distribution*** of media products produced by ***individuals*** or small ***independents***?

AUDIENCE

noun:

a person or group of people that consume a media product

Audience & Ideology

- Explore the role the media plays in ***shaping audience's political beliefs***. Do you think the majority of people are actively ***aware of this***? Are ***certain groups more influenced*** than others? Refer to specific case studies in your response.
- Explore how audience's responses to media texts might ***reflect social differences*** between groups.
- How far does the media ***create groups*** within a society? How do theories of ***fandom*** fit into this?

Audience Responses

- Explore how ***audience's responses*** and ***interpretations*** to media products have changed over time within our society. ***Why*** do you think these responses have changed and evolved?
- Discuss ***why*** audiences might ***interpret*** the same media products in ***different ways***. Explain how these differences can ***reflect both social*** and ***individual differences***. Apply specific case studies to your response.

Audience Theory

- What is the difference between an ***active*** and a ***passive*** audience? Apply ***theory*** to your answer.
- In your opinion how far do media products ***affect*** their audiences on a ***psychological*** level? Refer to specific examples and theory in your response.
- What ***role*** does the ***audience*** play in creating meaning within a media text? In your opinion are all media texts open to ***different interpretations***?
- What role does the media play in ***shaping people's views and opinions*** in our society? Create an infographic illustrating your views on this topic.

Audience & Uses & Gratifications

- Explain Blumler and Katz's ***Uses & Gratifications theory***, and explore how this theory was reached.
- Discuss how media products fulfil ***different needs*** for ***different audiences***, refer to examples from the *nine different media forms.*
- How might media products help people ***form their identity***? Can you refer to specific examples of products and ***audience groups*** that these might have an impact on?

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