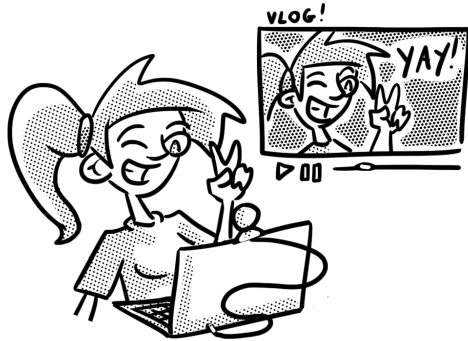
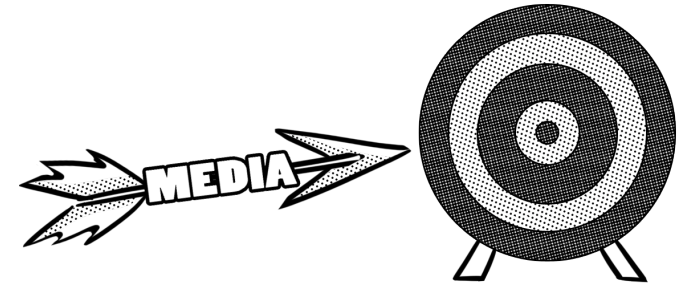
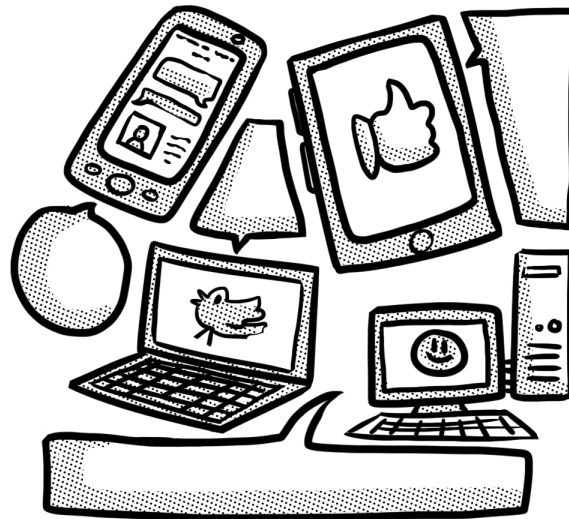
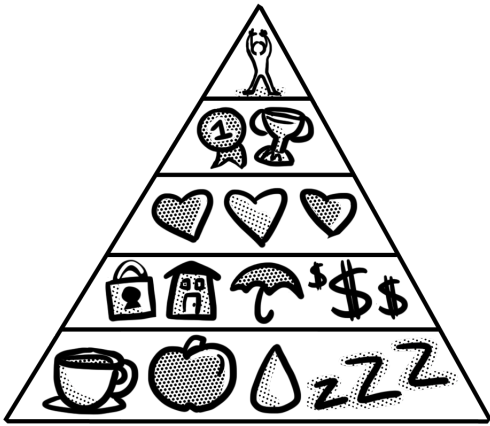
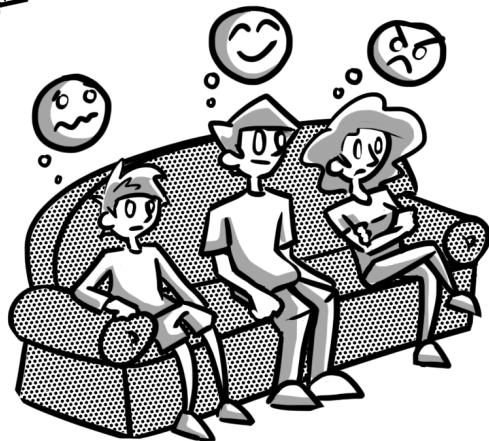


# GCSE Audience



# PIXL Media Studies



ThinkIT

## Targeting an Audience

- **Marketing** is key in **reaching a target audience** and making them **aware** of a media product. Choose **specific campaigns** across **different** media forms and explore what assumptions organisations within these sectors make about their target audiences through analysing their marketing campaigns.
- In your opinion how effective are **guerrilla** and **viral** marketing campaigns in targeting **specific audience profile** groups? Refer to specific examples.
- Assess the role of **genre conventions** in targeting an audience through **trailers, teasers** and **tasters**.

## Audience & Technologies

- How have technologies **changed our society** through audience's engagement with these within the media? In your opinion has it been a **positive change** for our society?
- Henry Jenkins argues that **'people are starting to feel more empowered'** by the media. Explain what he means by this. Do you agree with this opinion? Refer to specific examples across different media forms in your response.

## Audience Profiling

- Explore how media organisations **categorise audiences**, you should examine the different **variables** used to segment groups within society. Create an **infographic** which illustrates the different profiles.
- **Compare** and **contrast** media products, within the same industry, that are aimed at **small specialised** audiences with ones that are aimed at a **large mass** audience. How do their **production values** and **ideologies** differ?
- Examine how the **pressures** certain media producers face to create audiences which can be **sold to advertisers** might **shape the content** of the products.

## Audiences as Producers

- Explore how people's trust in the media has changed over recent years, you should focus on news reporting and the rise of citizen journalism.
- Assess how the changes in media production, created by audiences becoming producers, has had an impact on the structure of media ownership.
- **'Through making things, and sharing them with others, we increase our engagement with the world'** how far do you agree with David Gauntlett's quote?

# AUDIENCE

**noun: a person or group of people that consume a media product**

## Audience & Ideology

- Assess the function of the media in people's everyday lives. Does this differ depending on the psychographic profile of the audience? Assess how important it is.
- David Gauntlett writes about how **'the media disseminates a huge number of messages about identity'**, in your opinion what role does the media play in shaping people's views and beliefs, and constructing their sense of self?

## Audience Responses

- Examine how **diverse audience interpretations** of media products reflect **social differences**, refer to specific examples across different media forms.
- Explore how changes in **cultural values**, such as attitudes towards gender, ethnicity and age, have **influenced contemporary perceptions of historical products**. You should carry out an analysis of specific products across different media forms.

## Audience Theory

- Create an engaging lesson that teaches Media Studies students about these audience theories:
  1. **The Reception Theory**
  2. **The Cultivation Theory**
  3. **The Uses and Gratifications Theory**

You should produce resources to support your lesson

- Assess the **relevance** of the **'Effects Model'** in contemporary media studies. How far do various audience theories explain the **power the media** has upon **shaping societies**?
- David Buckingham argues that **'young people's disconnection from politics reflects their perception of disempowerment'**. Do you agree with this view?

## Audience & Uses & Gratifications

- Assess **how** the media, and **specific** media products, fulfil specific needs and desires of audiences across different demographics. Evaluate how people's use of the media is connected to their **identity**, you should think about their **sense of actual self and their desired self**.
- Assess how far **commercial requirements**, and the need to reach a **large mass audience**, shape media texts.
- Research **Henry Jenkins'** work into how audiences are creating their own media texts based on their **specific needs**.