

PiXL Independence:

Media Studies - Student Booklet

KS4

Audience

Contents:

- I. Multiple Choice Questions – 20 credits
- II. Short Answer Questions – 10 credits each
- III. Wider Reading – 50 credits each
- IV. Academic Reading – 150 credits each
- V. Exam Style Questions – 100 credits each

i. Multiple Choice Questions

Answer the questions that explore the themes of this unit. You will need to draw on your knowledge and wider reading to support you in completing this.

20 credits for completing this quiz.

1. Which of these shows examples of demographic groupings?
 - a. Hobbies, personality, style
 - b. Age, gender, ethnicity

2. What is the key term for a large audience, including a wide range of people, often into popular products?
 - a. Mainstream
 - b. Target
 - c. Niche

3. On the socioeconomic scale, what letter of the alphabet / code is assigned to audiences who are considered to be 'unskilled manual workers'?
 - a. C2
 - b. D
 - c. E

4. What theorist/s came up with the Uses & Gratifications theory?
 - a. Blumler & Katz
 - b. Bandura & Ross
 - c. Levi Strauss

5. What is the name of the agency that measures TV audience viewing figures?
 - a. PEGI
 - b. RAJAR
 - c. BARB

6. What is the key phrase for when an audience rejects the messages in a media product completely and takes a different viewpoint from the one the producer intended?
- a. Preferred Reading
 - b. Negotiated Reading
 - c. Oppositional Reading
7. What theorist came up with the 'Audience reception theory' about preferred, negotiated and oppositional readings?
- a. David Gauntlett
 - b. Stuart Hall
 - c. Steve Neale
8. What is the key term for a type of audience that tends to sit back and just consume a media product without thinking?
- a. Passive Audience
 - b. Submissive Audience
 - c. Mindless Audience
9. What is the missing fifth part of the Uses & Gratifications theory out of Entertainment, Education, Social Interaction, Identity.....?
- a. Excitement
 - b. Escape
 - c. Aspiration
10. What is the key term used for when a company deliberately targets a small specialised audience?
- a. Narrowcasting
 - b. Niching
 - c. Notching

ii. Short Questions

Each question answered is worth 10 credits.

1. Explain two of the Uses & Gratifications offered by Facebook.
2. Identify who the target audience is for The Sun newspaper.
3. Explain what happens when an audience takes a 'negotiated reading' of a text.
4. Explain the difference between an active and a passive audience.
5. Explain the definition of the word 'psychographics' and give some examples of what that might include.
6. Explain what is meant when we say an audience can 'identify' with a product.
7. What do we mean if we say an audience has been 'positioned' in a certain way?
8. What is the key term for a type of audience research which is based on numbers, statistics or factual data, often collected through polls, questionnaires or surveys?

iii. Wider Reading

Read each of the articles below. They have strong links and themes to the unit of study but also focus on Business as a holistic topic. Once you have completed your reading of each, summarise the key points in a bullet point format. You should aim for between 5 – 10 significant points from each article.

50 credits for each summary completed

1. Audience as a key concept
<http://www.mediaknowall.com/gcse/keyconceptsgcse/keycon.php?pageID=audience>
2. Target Audience
<http://www.bbc.co.uk/education/guides/zy24p39/revision>
3. Audience Appeal
<http://www.bbc.co.uk/education/guides/zg24frd/revision>
4. Who is your target audience?
<https://www.filmmakingstuff.com/define-your-movies-target-audience/>
5. Marketing a film to the wrong audience
<https://gruvi.tv/know-thy-audience-marketing-the-horror-film-it-follows/>
6. Millennial Audiences
<http://www.bauermedia.co.uk/audience/type/millennials>
7. How *Cosmopolitan* Magazine targets their audience
<http://www.mainstreethost.com/blog/indulging-target-audience-cosmo-right/>
8. Audiences for national newspapers
<https://www.theguardian.com/media/yougov-polling-blog/2014/nov/18/yougov-profiles-the-nations-newspaper-readers>
9. Reasons people play video games
<https://www.iabuk.net/blog/10-uk-video-game-audience-stats>
10. Targeting Radio Audiences
<http://www.audiencedialogue.net/pmlr2-3.html>

iv. Academic Reading

The following chapters/ books/academic articles have been chosen for you to help in extending your understanding of this theme. They will have value in other units as well. You should read the selected items and compose a 200 – 300 word summary of the main ideas found.

150 credits are awarded for each summary provided

Title: Media and Meaning

Link: https://www.amazon.co.uk/Media-Meaning-Introduction-Colin-Stewart/dp/0851708439/ref=sr_1_2?ie=UTF8&qid=1506954924&sr=8-2&keywords=media+and+meaning

Pages: P26-28

Topic: Audience intro

Title: Media and Meaning

Link: https://www.amazon.co.uk/Media-Meaning-Introduction-Colin-Stewart/dp/0851708439/ref=sr_1_2?ie=UTF8&qid=1506954924&sr=8-2&keywords=media+and+meaning

Pages: P357-359

Topic: Radio Audiences – Why people listen

Title: Studying The Media

Link: https://www.amazon.co.uk/Studying-Media-3Ed-Introduction-Sullivan/dp/0340807652/ref=sr_1_1?s=books&ie=UTF8&qid=1506954972&sr=1-1&keywords=studying+the+media

Pages: P118-119

Topic: Uses & Gratifications Theory

Advanced Level Media

Link: https://www.amazon.co.uk/Advanced-Level-Media-2ED-Ebook/dp/0340803967/ref=sr_1_7?s=books&ie=UTF8&qid=1506955011&sr=1-7&keywords=advanced+level+media

Pages: P186-189

Topic: Audience Segmentation and Persuasive Techniques

A Casual Revolution

Link: https://www.amazon.co.uk/Casual-Revolution-Reinventing-Video-Players-ebook/dp/B004M8R842/ref=sr_1_1?ie=UTF8&qid=1507282533&sr=8-1&keywords=a+casual+revolution

Pages 28-30

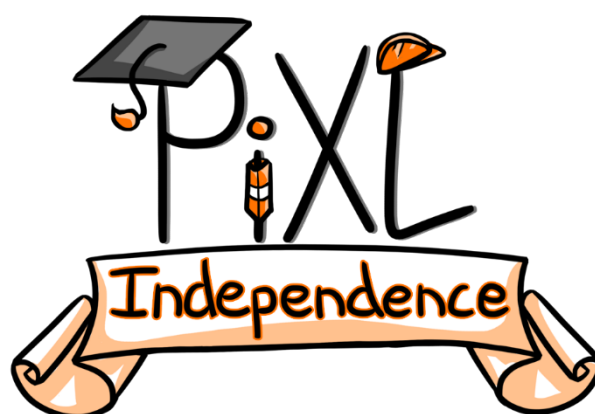
Topic: Stereotypes of casual and hardcore gamers

v. Exam Style Questions

To prepare you for the parts of your exams, which require you to complete the following exam style questions. The time you should give yourself will vary depending on what exam board your school is following.

100 credits are awarded for each completed question

1. Paws Dogs Trust Print Advert <https://goo.gl/images/SELjBL>
Discuss how media language has been used to engage an audience and persuade them into donating money.
2. Maxi-Milk Print Advert <https://goo.gl/images/qw3sTN>
Explain how this advert uses visual, technical and written codes to target sporty men.
3. Explain why print newspaper circulation has been rapidly declining over the last decade.
4. Why is it important for commercial TV Channels like ITV to maintain audience viewing figures?
5. Camels Cigarette Advert <https://goo.gl/images/CZcGDJ>
Explain how the advert might have persuaded an audience to buy this product, and why a modern audience might not 'read' the text in the same way.
6. Pointless Game Show App <https://itunes.apple.com/gb/app/pointless-quiz/id770903376?mt=8>
What opportunities have producers provided for active audiences to get involved with the game show on the app and why do producers provide these opportunities?
7. Explain how You Tube and other social media platforms allow audiences to explore their own identity via self representation.
8. "Young audiences simply aren't engaged by print magazines any more. Do you agree and if so why?"



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