



# PiXL Media Studies



### 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

*producers*. How do you think this has changed the

- Can you explain, referring to specific case studies, how audience members have become **media 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

majority of people are actively **aware of this**? Are

- Explore the role the media plays in **shaping audience's political beliefs**. Do you think the **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?