



# INDUCTION

*Media Studies + Creative Media*

**AUDIENCES (L12)**



# STARTER ACTIVITY

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ON PAPER:

*Define the term 'Audience' – What is it and why is it important in media?*

*Discuss and Feedback*

DATE AND TITLE ALL WRITTEN WORK

# KEY CONCEPTS

**MEDIA LANGUAGE**

**REPRESENTATION**

**AUDIENCES**



**MEDIA INDUSTRIES**

# AUDIENCES

DEFINITION:

TASK



# AUDIENCES

## DEFINITION:

*How media forms **target, reach** and **address audiences**, as well as how audiences **interpret** and **respond** to these media forms*

## TASK



# AUDIENCE DEFINED

All media texts are made with an audience in mind and most often than not, the producers will want to make some money out of that audience. Therefore it is important to understand what happens when an audience "meets" a media text.

The producers will have a preferred way that the audience will respond to the text (via the use of media language) but..... how that target audience interacts with that text, can sometimes be hard to predict.



# AS A MEDIA STUDENT...

## You should think about:

- how media producers categorise and profile audiences
- how media forms target, reach and address audiences
- how audiences interpret and respond to the media
- how members of the audience become producers themselves

## You should consider the key media audiences issues surrounding:

1. CATEGORIZING AUDIENCES
2. TARGETING AUDIENCES
3. TYPES OF AUDIENCE
4. AUDIENCE INTERACTION
5. AUDIENCE INTERPRETATIONS





# **MASS vs NICHE**

**Define 'Mass' Audience and 'Niche' Audience**



# MASS VS NICHE

**MASS**  
MARKETING



**NICHE**  
MARKETING

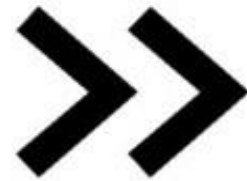


Mass audiences are targeted using **dominant ideologies and values**. This can be considered **MAINSTREAM** appeal and is often achieved using STARS, GENRES, FRANCHISES + **LARGE BUDGETS**.

Niche audiences are targeted more specifically using **alternative ideologies** and **specialised content**. This can be considered as **NON-MAINSTREAM** appeal and is often independent.

# MASS VS NICHE

**MASS**  
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# MASS VS NICHE



Good things  
come in fours

**TASK: MASS or NICHE audience? Why?**

# MASS VS NICHE



One person can change  
your life forever.

# Amélie

A Film by Jean-Pierre Jeunet



"OPEN YOUR MIND,  
AND MIYAZAKI WILL WELCOME YOU INTO HIS  
CRAZY BEAUTIFUL WORLD WITH OPEN ARMS.  
A FANTASTIC EXPERIENCE"

★★★★ Dan Jolin TOTAL FILM

"WITHOUT DOUBT ONE OF  
THE GREATEST ANIMATED  
FILMS I'VE EVER SEEN.  
A TREMENDOUS EXPERIENCE AND A FILM TO CHERISH  
NO MATTER HOW OLD OR YOUNG YOU ARE"

Jonathan Ross FILM 2003

# MIYAZAKI'S SPIRITED AWAY

CHIEF EXECUTIVE PRODUCER YASUYOSHI TOKUMA ORIGINAL STORY AND SCREENPLAY BY HAYAO MIYAZAKI MUSIC BY JOE HISAISHI HEADLINE CAST PERFORMED BY YUUKI KURIHARA  
TOKUMA SHOTEN STUDIO GHIBLI NIPPON TELEVISION NETWORK DENSO BUENA VISTA HOME ENTERTAINMENT TOKAIKINOKI FILM AND MITSUBISHI  
PRESENTS A STUDIO GHIBLI PRODUCTION "SPIRITED AWAY" PRODUCED BY TOSIYUKI SAEKI DIRECTED BY HAYAO MIYAZAKI © 2001 STUDIO GHIBLI

SCREENING IN BOTH ENGLISH AND JAPANESE VERSIONS : ASK AT YOUR CINEMA FOR DETAILS

# TASK: MASS or NICHE audience?

# MASS VS NICHE

KEEPING UP WITH THE  
KARDASHIANS



**TASK: MASS or NICHE audience?**

# MASS VS NICHE



**TASK: MASS or NICHE audience?**



# **DEMOGRAPHICS**

**Audience**



# DEMOGRAPHICS

A common and traditional method of audience profiling is known as demographics.

Using demographic profiling, an audience can be broken into different categories and often uses very clear ways of measuring INCOME, AGE, GENDER, ETHNICITY

Where as gender, age etc are quite broad, the income factor defines the adult population largely by the work that they do. It breaks the population down into 6 groups, and labels them by using a letter code to describe their socio-economic factors such as education, occupation and income.

Credit: Registrar General's Scale (RGS)

**QUESTION: Which media products might be marketed for these specific audiences?**



A	Higher management, bankers, lawyers, doctors and other professionals. <b>Upper Middle Class</b>
B	Middle management, teachers, creatives, media types and small business owners. <b>Middle Class</b>
C1	Office supervisors, junior managers, nurses, specialist clerical staff (white collar) <b>Lower Middle Class</b>
C2	Skilled manual workers (trade), plumbers, electricians, builders (blue collar) <b>Skilled Working Class</b>
D	Semi-skilled and unskilled manual workers. <b>Working Class</b>
E	Unemployed, students, pensioners, casual workers. <b>Lower Class</b>

# VIDEO TASK

[https://www.youtube.com/watch?v=DR-Bj\\_UIFH8](https://www.youtube.com/watch?v=DR-Bj_UIFH8)



WATCH THE FOLLOWING TV ADVERT

***Profile the target audience using demographics***

# MEDIA KITS: ADVERTISING



## THE SOURCE MEDIA KIT

### A New Era



- Across the media sector, companies and organisations produce something called 'Media Kits'.
- They are produced/updated every quarter and include info such as:
  - Mission Statement/Ethos
  - Historical Achievements
  - Yearly Plan/Events Schedule
  - Data (Sales, circulation/consumption)
  - And..... AUDIENCE PROFILING!
- Its aim, as a piece of marketing research, is to provide advertisers with the necessary information in order for them to appropriately place their brand/product within the media product (magazine, newspaper, TV show etc.).
- Everything must align itself with their target audience.

# MEDIA KITS: ADVERTISING

Here is a reader profile for **THE SOURCE** magazine.

Look at the profile – what statistics/info would be of interest to potential advertisers?

Which companies/brands/products might want to advertise in the magazine?

**THE SOURCE**

THE SOURCE A New Era



## OUR READERS ARE...

The Source provides a uniquely diverse audience that cuts across all lines. Regardless of sex and race, The Source captures the attention of Hip-Hop fans period. This includes:

- Aspirational readers from urban inner cities
- Readers in the suburbs seeking relevance
- International readers that enjoy the freedom of expression showcased and covered on a monthly basis.

Our readers are all motivated and driven by the same passion and creativity that has made Hip-Hop the multi-billion dollar culture and business that it is today. Our multi-generational (primarily 18–44 year olds) audience has consistently proven to be:

- Style Makers
- Entertainment Junkies
- Highly Social
- Forward-Thinking
- Highly Social
- Fully Accessorized
- Technologically Savy
- Road Warriors/Traveler
- Rabid Gamers
- Upwardly Mobile
- Prime Time TV Viewers
- Restaurant Connoisseurs

Our readership is full of leaders in their respective professions and motivated self-starters that are being groomed for future success.

The Source readers are at least three times more likely than the average consumer to spend money on:

- Fashion Accessories
- Tailored Clothing
- Snack Foods
- Athletic Shoes
- Movies, Video Games
- Grooming Products
- Automobiles
- Pay-Per-View (WWE, Boxing)

Put simply, The Source's readers are the trendsetting, cutting-edge individuals you are trying to reach!

\* Readership Survey, 2008.



THE SOURCE A New Era



## DEMOGRAPHIC STATS

RATE BASE 2008: 300,000  
READERS PER COPY: 5  
READERSHIP: 1,500,000

MEN: 58%  
WOMEN: 42%  
MEDIAN AGE: 24.9  
MEDIAN HHI: \$41,384

AGE 18 – 44: 84.7%  
MEN AGE 18 – 44: 50.3%

AFRICAN-AMERICAN: 50.2%  
WHITE: 26.9%  
ASIAN, AMERICAN INDIAN, OTHER: 17.3%  
LATINO: 24%

\*Note: Total may equal more than 100% as respondents were allowed to select more than one

HHI: \$30,000+: 60.1%  
HHI: \$40,000+: 47.4%  
HHI: \$50,000+: 39.8%

ANY COLLEGE: 50.3%  
CURRENTLY IN COLLEGE: 19.8%  
EMPLOYED: 73.9%  
SINGLE: 75%

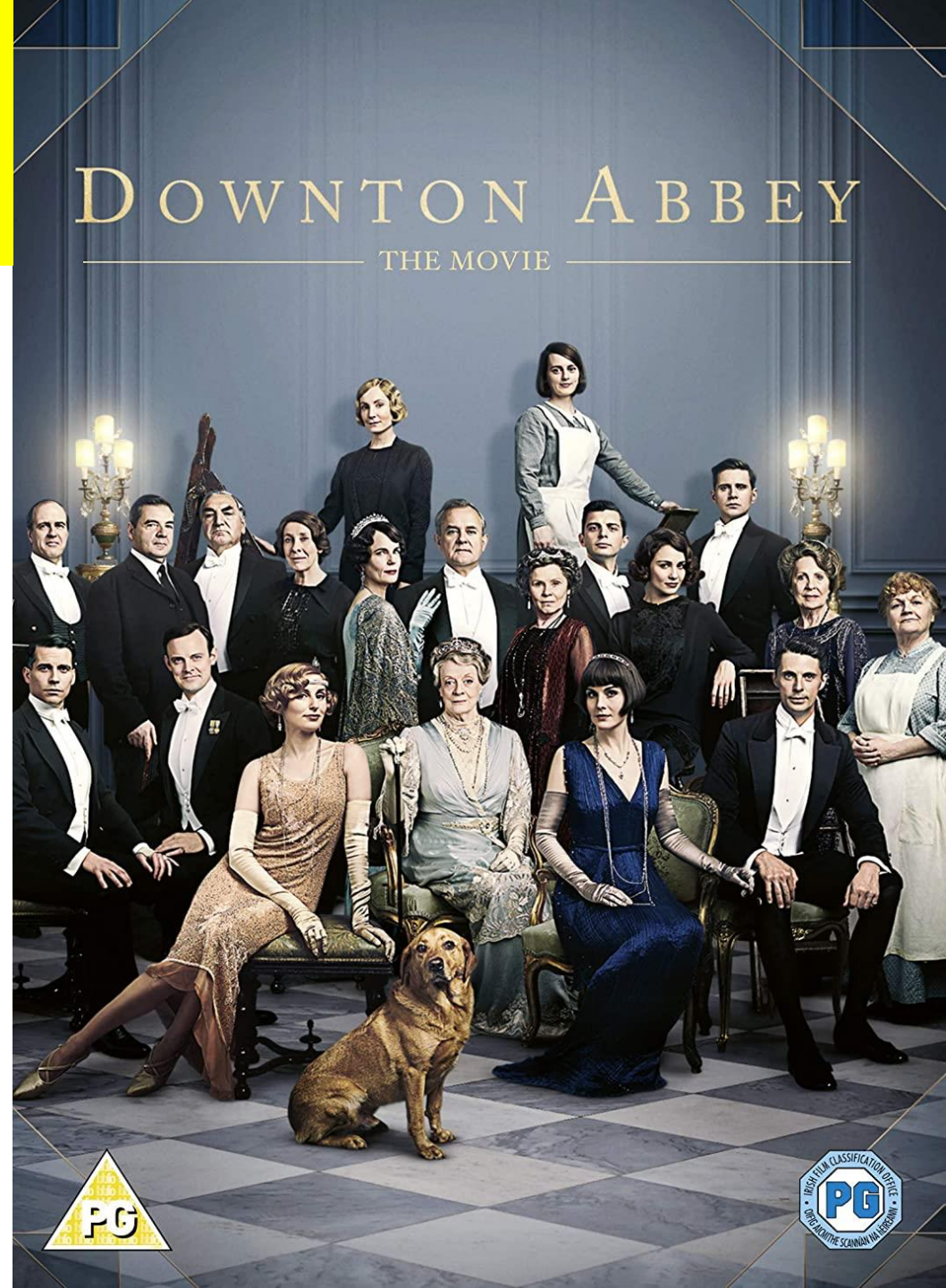
\* Readership Survey, 2008.



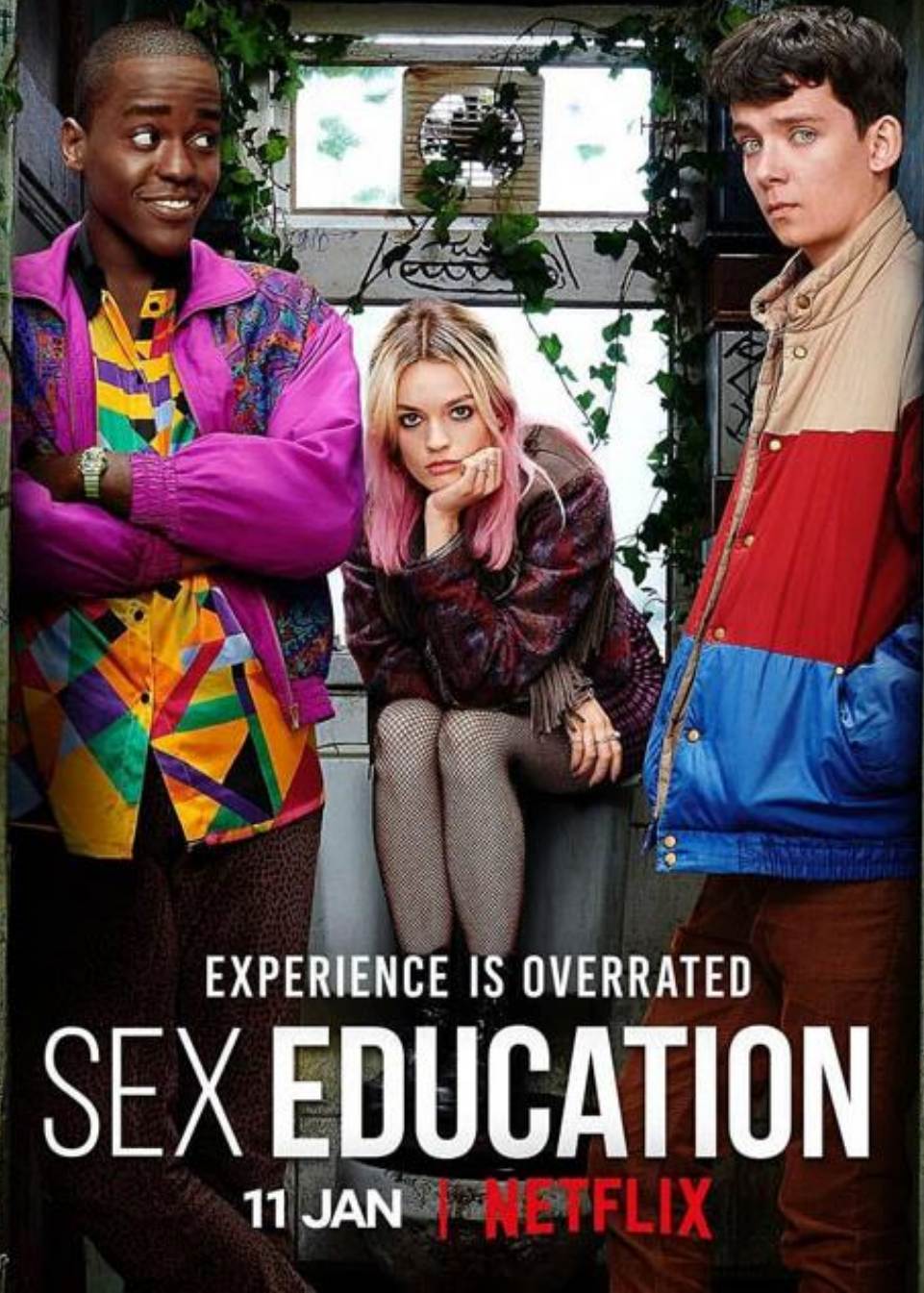
# TASK

## PRINT ANALYSIS – FILM POSTER

USE YOUR NEW POWERS OF MEDIA LANGUAGE AND REPRESENTATION TO DEFINE THE DEMOGRAPHIC AUDIENCE PROFILE OF DOWNTON ABBEY (age, gender, ethnicity, social class)



A NETFLIX ORIGINAL SERIES



EXPERIENCE IS OVERRATED

**SEX EDUCATION**

11 JAN | **NETFLIX**

# TASK

## PRINT ANALYSIS – TV SHOW POSTER

USE YOUR NEW POWERS OF MEDIA LANGUAGE AND REPRESENTATION TO DEFINE THE DEMOGRAPHIC AUDIENCE PROFILE OF SEX EDUCATION (age, gender, ethnicity, social class)





Silence  
is golden

## **5 MIN PLENARY TASK**

*Construct a paragraph summing up the positives and negatives of using demographic profiling to target an audience through a media product*

**REMEMBER! ON YOUR OWN & IN SILENCE**

**TAKE NOTE OF ANY HOMEWORK/PREP WORK**