

100% Homework sheet



Component 1: Learning Aim A: MEDIA PRODUCTS, AUDIENCE & PURPOSE

Media SECTORS

Audio/Moving Image	Print/Publishing	Interactive
Film Trailer	Newspaper	Website
TV Show	Magazines	Mobile Apps
Music Video	Comics	Games
Animation	Brochures	E-Magazines
Radio	Advertisements	Advertisements

PRIMARY & SECONDARY AUDIENCES

The audience that the media producer targets is called the **PRIMARY** audience. This is the audience they intend to target – ie Children are the primary audience for Disney

Audiences that engage with the product who are **NOT** who the media producer intends to target is called the **SECONDARY** audience – ie parents are the secondary audience for Disney

AUDIENCES can be segmented by:
AGE
GENDER
ETHNICITY



SOCIO-ECONOMIC Groups

A - Higher managerial, administrative, professional e.g. Chief executive, senior civil servant, surgeon

B - Intermediate managerial, administrative, professional e.g. bank manager, teacher

C1 - Supervisory, clerical, junior managerial e.g. shop floor supervisor, bank clerk, sales person

C2 - Skilled manual workers e.g. electrician, carpenter

D - Semi-skilled and unskilled manual workers e.g. assembly line worker, refuse collector, messenger

E - Casual labourers, pensioners, unemployed e.g. pensioners without private pensions and anyone living on benefits

PURPOSES of Media Products

Producers might create media products for:

Information, Entertainment, Escapism

Profit, Community benefit, Raising Awareness

Critical acclaim, Inspiration, Experimentation

*One way media producers express their target audience is by writing a lifestyle profile, which explains the **interests, opinions, behaviours** and **lifestyle** choices of the audience, FOR EXAMPLE:
 "Teenage girls living in the inner city who tend to idolize pop stars and buy items that boost their status among their peers."*