

**AUDIENCE**

*These slides based on those shared  
by S Jewell of  
Dunblane High School*

*All mistakes are mine alone.*



# AUDIENCE

- We are **all** part of an **audience** when we are exposed to media texts on a daily basis
- We will therefore be part of **many different audiences** for a **wide range of media** at different times e.g.
  - *Listening to morning Radio*
  - *Reading newspapers*
  - *Watching breakfast television*
  - *Glimpsing at advertising hoardings*
  - *Watching a film in a cinema*
- We will be either *consciously* **or** *unconsciously* exposed to these media products

# AUDIENCE: AN OVERVIEW

**Audience** considers the people for **whom** the text was made, the **effect** it has on them, and **how** they deal with it.

We will consider:

- Importance of Audience
- Target Audience
- Mode of Address
- Preferred Reading
- Differential Decoding
- Theories of Media Effects

# IMPORTANCE OF AUDIENCE

- Without an audience **why would anyone create a media text?** What is the point of a film if no one sees it?
- Audience **size** and **reaction** are often seen as a way of measuring the 'success' of a media product. One of the reasons we say that ***The Sun*** newspaper is successful is because it sells almost 2 million copies a day and is read by nearly 5.5 million people\*

# IMPORTANCE OF AUDIENCE

- **Audience** who *buy* media texts are providing *income* for the media companies who *produce* them
- Much of the media available to us, however, is *free* or *subsidised*; it is financed by *advertising*, and the *advertisers* want to know that they are getting **value for money**
- People want to know how we **use** the media, what we understand of what we **consume**, and the **effects** it has upon our lives

# TARGET AUDIENCE

The group of people that the text is mainly made for/to target

*Target Audience* can be identified by looking at:

- **Categories** – the type of text and the features of it
- **Access** – which people have access to the text? (e.g. Which channel is it on? What time is it broadcast? What rating/certification is it suitable for? etc)
- **Intertextual references** – does the text refer to other texts?
- **Narrative codes** – features of the narrative that appeal to a certain group
- **Discourses** – comments made by the text that would appeal to a certain group



# TARGET AUDIENCE

The group of people that the text is mainly made for/to target

*Target Audience* can be identified by looking at:

- **Commercialisation of product**
- **Relate to Institution** (external controls), eg type of market (niche market – narrows, targets and specialises audiences e.g. *Empire, Classic FM, Cbeebies, Men & Motors*)
- **Narrowcasting:** The opposite of broadcasting, where texts are aimed at a very small special-interest group (*Channel East, BBC Alba*)

# TARGET AUDIENCE

Who is the **target audience**?



# TARGET AUDIENCE

Who is the **target audience**?

**OK!**  
FIRST FOR CELEBRITY  
ISSUE 956 • NOV 18 2014 • £2 WEEK

**CHERYL COMES OUT ON TOP**

**EXCLUSIVE PICTURES INSIDE**

'NONE OF WHAT I'VE BEEN THROUGH BROKE ME — I LOVE FEELING STRONG'

**PLUS: WHY MEL B WANTS TO MUD WRESTLE HER!**

**THE X FACTOR'S BEN HAENOW**  
EXCLUSIVE INTERVIEW & PICTURES

'MY GIRLFRIEND'S NOT JEALOUS OF ME KISSING LOLA'

**STRICTLY'S PIXIE LOTT**  
EXCLUSIVE INTERVIEW

'I LOVE LIVING WITH MY BOYFRIEND — HE'S A DOMESTIC GOD!'

**DISTRAUGHT CLAUDIA WINKLEMAN'S BEDSIDE VIGIL FOR HER INJURED DAUGHTER**

'WE ARE HOPEFUL OF A FULL RECOVERY'

**VICTORIA BECKHAM SUPPORTS HER MODEL SON ON HIS BIG DAY**

'I'M SO PROUD OF ROMEO'

**HELLO!**  
No 1140 • 13 SEPT 2010 • £2.00

**CHERYL SENSATIONAL DIVORCE DETAILS REVEALED**

• ASHLEY'S UNREASONABLE BEHAVIOUR  
• HOW SHE CELEBRATED THE END  
• A STUNNING NEW 'HOME'

**EXCLUSIVE INTERVIEW DAVINA BABIES, BEAUTY AND 'BIG BROTHER'**

**A MIGHTY HEART ANGELINA JOLIE TOPS OUR TABLE OF MOST GENEROUS STARS**

**THE WEDDING OF JULIO IGLESIAS AND MIRANDA AN INTIMATE CEREMONY WITH THEIR FIVE CHILDREN**

**MARTINE McCUTCHEON INTRODUCES HER ROCK STAR MR RIGHT**

**EXCLUSIVE**

# TARGET AUDIENCE

Who is the **target audience**?



DOWNTON ABBEY

FROM THE WRITER AND DIRECTOR OF SAW  
AND THE PRODUCERS OF PARANORMAL ACTIVITY



THE FURTHER YOU TRAVEL, THE DARKER IT GETS.

# INSIDIOUS

A JAMES WAN FILM

# MODE OF ADDRESS

The way the text speaks to the **audience**

# MODE OF ADDRESS

You know why this is the only thing on this slide?

The way the text speaks to the **audience**

**It's important!**

# MODE OF ADDRESS

*Mode of Address* could be described as:

**Direct** or **indirect** – *Does it speak directly to us?*



“Relax. **You're** doing great...”



# MODE OF ADDRESS

*Mode of Address* could be described as:

**Individual/collective** – *Does it speak to us as if we are the **only** person watching, or as part of a **group**?*



Because happy pets mean happy owners

 **direct line**  
Underwritten by U K Insurance Limited

Protect your pet 

**Only person:**  
“...give you 15% off...”

**Group:**  
“happy owners”

# MODE OF ADDRESS

*Mode of Address* could be described as:

**Omniscient/restricted** – *Do we get to know/see everything or is our knowledge/sight **restricted**?*



# MODE OF ADDRESS

*Mode of Address* could be described as:

**Subjective/objective** – *Is there an opinion/bias attached to the text or is it a balanced portrayal of events?*

**TAXES++PENSIONS++BUY-TO-LET++INSURANCE**  
**WHAT THE BUDGET**  
**MEANS FOR YOU** UNRIVALLED REPORTS & ANALYSIS

**Daily Mail**  
 THURSDAY, JULY 9, 2015  
 www.dailymail.co.uk  
 60p

■ Osborne puts Left to sword with £9 living wage  
 ■ He takes £9bn axe to bloated tax credit system  
 ■ But high earners' pensions and super-rich are hammered too

# FEARLESS GEORGE SLAYS THE DRAGONS

**GEORGE Osborne fearlessly slayed a string of dragons yesterday with the most radical Budget in years.** He stunned the Left by introducing a £9-an-hour living wage, saying Britain 'deserves a pay rise'. He also took his sword to tax breaks for non-doms and high earners. But the Chancellor tempered

**By Jason Groves**  
 Deputy Political Editor

the surprise moves - and delighted the Right - with at least £10 billion in welfare cuts. Pledging a 'new settlement' from a one-nation government, he said the hard-working would be rewarded with lower taxes and higher wages. Alongside modest cuts to personal taxes, the Budget small print detailed overall tax rises

totaling almost £30 billion in five years. The Chancellor also:

- Initiated strike action by extending state pay restraint for another four years;
- Confirmed £20 billion in spending cuts while slowing the pace of austerity;
- Hit benefit claimants with another four-year freeze;
- Hacked £9 billion from the £30 billion tax credits bill;
- Pledged to meet Nato's target

Turn to Page 2



**Scottish Daily Mail**  
 THURSDAY, JULY 9, 2015  
 60p



Secrets of the woman behind  
**THE WORLD'S SEXIEST DRESS**  
 SEE PAGE 51

Taxes cut for millions of workers as Osborne steals SNP and Labour thunder with £9-an-hour living wage pledge

# GEORGE GIVES UK A PAY RISE

By Jason Groves and Alan Roden

**GEORGE Osborne used the first Tory Budget in almost 20 years to pledge a 'new settlement' for Britain, with those prepared to work hard benefiting from lower taxes and higher wages.** In a clear bid to reshape the political landscape, he offered the low paid a £9-an-hour 'living wage' but

**WHAT THE BUDGET MEANS FOR YOU**  
 PAGES 4-17

set about shrinking the state by slashing the bloated benefits bill. This surprise pay bonus was tempered with tough love as Mr Osborne confirmed plans for 'at least' £12 billion in welfare cuts - along with hikes in taxes on insurance policies and new cars. He began the process of dismantling Gordon Brown's tax credits empire - including a controversial move to limit child tax credit payments to the first two children. Mr Osborne said the 'one nation' Tory government was committed to 'moving us from a low wage, high tax, high welfare economy to the higher wage, lower tax, lower welfare country that we intend to

Turn to Page 2



**Andy's seeing doubles!** SEE PAGES 24&25

**Three-day ordeal of crash pair**

A MISSING couple involved in a fatal car crash may have lain at the scene for three days after police failed to respond to reports of an accident. Police Scotland confirmed last night it was investigating the incident in which the man died from his injuries and a woman has been left in a critical condition in hospital. John Hall, 28, and his 25-year-old girlfriend Lamara Bell had been reported missing by their families when they failed to return from a camping trip in Perthshire at the weekend. But their car was only found yesterday morning on the southbound M9 after the force responded to another report that a Renault Clio had come off the road. It was only then that it emerged that police had failed to act on an earlier call received on Sunday. Now the matter is to be referred to the Police Investigations and Review Commissioner.

FULL STORY - PAGE 21

Front pages for Daily Mail/Scottish Daily Mail: July 9th, 2015

# Winner or loser: What was in the Budget for you?

## YOUNG WORKERS



■ THOSE starting on the career ladder get more tax-free earnings as the personal allowance is raised to £11,000 from April.

■ A NEW national living wage means over-25s will also earn a minimum of £7.20 an hour from April, moving to £9 an hour by 2020.

■ THE Government will ensure that once the personal allowance hits £12,500, it will always be increased to ensure that those working 30 hours on the minimum wage do not pay income tax

■ THE new minimum wage will apply only to those over the age of 25.

Single person earning  
£20,000 a year

£90 BETTER OFF

## FAMILY OF FOUR



■ BIG boost from the increase in personal allowance to £11,000 – if both work they'll gain by £180 a year.

■ THE threshold for the 40p income tax rate will rise to £50k, a real-terms boost for many families.

■ THE cost of filling up the car should remain the same as fuel duty will remain frozen for the rest of the year.

■ BUT increases in insurance premium tax will cause the price of buildings, contents, car and pet policies to rise.

Family with household  
income of £60,000

£180 BETTER OFF

## SELF-EMPLOYED



■ THEY will benefit from the increase in personal allowances and raising of National Insurance thresholds.

■ REFORMS will see dividend tax credits scrapped and replaced with a £5,000 tax-free allowance, which could leave them worse off.

■ IN A clampdown on tax avoidance, there will be restrictions for those who use their business as a personal service or umbrella company.

■ THE Government also announced consultation

on the way self-employed workers pay NI to simplify what has become a complicated system.

Self-employed earning  
£40,000, two children

£173 BETTER OFF

## WEALTHY WORKERS



■ HIGHER-RATE taxpayers will benefit from a rise in the point that 40p tax starts to £43,000 and the hike in personal allowance.

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■ AND the richest earning more than £150,000 will have the amount they can pay into a pension cut from £40,000 a year to £10,000.

■ THOSE buying new cars worth more than £40,000 also face a hike in vehicle

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Couple with joint  
earnings of £100,000

£241 BETTER OFF

## RETIRED OVER-65s



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■ A FAMILY home worth £1 million is set to be taken out of inheritance tax.

■ BUT if they rely on a buy-to-let home for income they may find the mortgage interest tax relief is slashed – adding hundreds of pounds a year to their bills.

■ THEY can, though, rent

out a room now and get £7,500 a year tax-free income rather than £4,250.

Total pension income  
of £50,000

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## LOW-INCOME FAMILY



■ THEY will gain from the £11,000 personal allowance – but are big Budget losers because of cuts to tax credits.

■ BECAUSE of benefits they take home £23,800 even though they earn £20,000. They'll lose £2,094 of this from 2016.

■ BENEFITS will be capped at £23,000 in London, and £20,000 elsewhere.

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■ CHILD tax credit will be limited to two children from 2017 for new babies.

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# Budget 2015

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Family income £40,000

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THEY will benefit from



**NOTICE HOW SIMILAR THE 'IMPACT' BOXES ARE.**

**WHY MIGHT THIS BE?**

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**The up-skirt pervert: Shocking moment a brazen peeping tom put his phone up a mother's dress to take a photograph**

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**Pervert strapped voice-activated video camera to his shoe and filmed up women's skirts in shops just hours after he started course for sex offenders**

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The up-skirt pervert: Shocking moment a brazen peeping tom put his phone up a mother's dress to take a photograph

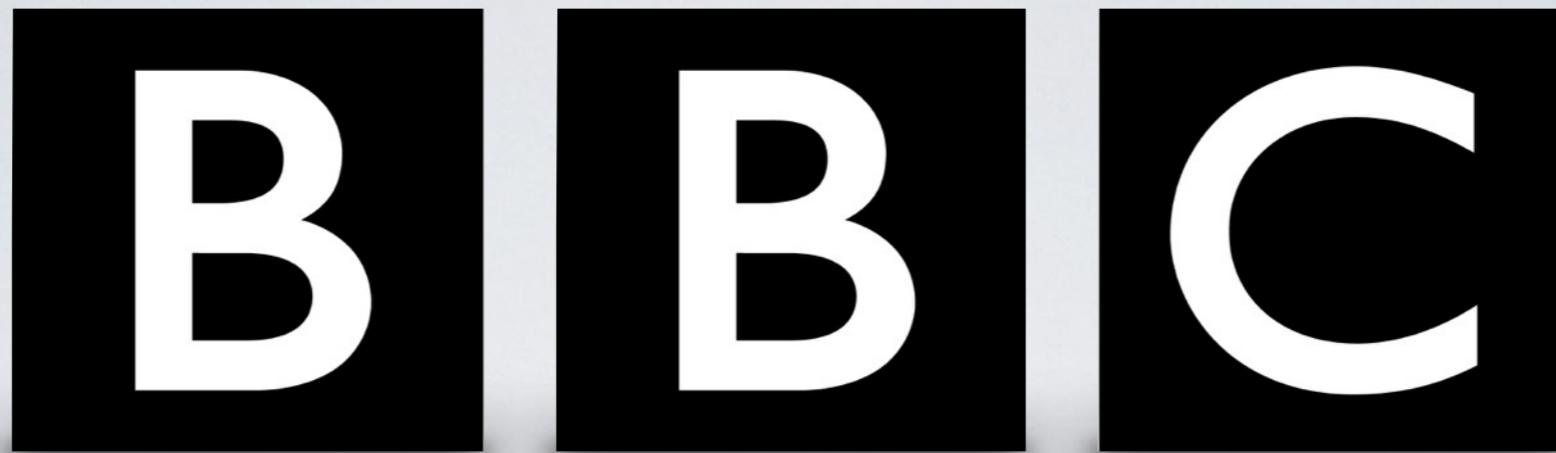
Pervert strapped voice-activated video camera to his shoe and filmed up women's skirts in shops just hours after he started course for sex offenders

► Oh, Pussycat! Ashley Roberts is red-faced as a gust of wind lifts her skirt and exposes her lacy black underwear at Royal Ascot

Marilyn moment



Daily  Fail



The mission of the BBC is to  
“***inform, educate*** and ***entertain***”  
the BBC exists *to serve the public interest*  
*and to promote its public purposes:*  
sustaining citizenship and civil society,  
promoting education and learning,  
stimulating creativity and cultural excellence,  
representing the UK, its nations, regions and communities,  
bringing the UK to the world  
and the world to the UK

# MODE OF ADDRESS

*Mode of Address* could be described as:

**Register** – *The words used and the way people speak to us in the text, for example:*

- *formal / informal?*
- *serious / light-hearted?*

# WIN £25,000

## IN OUR SCRABBLE GAME

SEE PAGE 32

### Revealed: How it's cost taxpayers up to £400k to house fanatic and his relatives in upmarket areas

# JIHADI JOHN FAMILY'S 20 YEARS ON BENEFITS

**JIHADI John and his asylum-seeking family have milked the British benefits system for 20 years, the Mail can reveal today.**

Housing the Islamic State executioner and his relatives in affluent parts of London has cost taxpayers up to £400,000.

One landlord said Mohammed Emwazi's family were 'parasites'

#### EXCLUSIVE

By James Slack, Paul Bentley and Sam Marsden

and 'tenants from hell'. Incredibly, they are still believed to be pocketing £40,000 a year in handouts despite there being no sign of them in Britain. Emwazi's father Jasem, who has six children, is back in his native Kuwait - the country he claimed he fled fearing for his life. Westminster City Council is still

paying the rent on the family's £600,000 flat even though the rules say housing benefit should normally be stopped after 13 weeks.

MPs said they were horrified that the child of a family given refugee status, citizenship and benefits had returned the favour by orchestrating the murder of two of its citizens.

"They are abusing our hospitality," said Philip Hollobone. "The rules are quite clear. If there has been any abuse of the system here, money should be paid back. Mohammed

Turn to Page 6



EXCLUSIVE PICTURES

## The joking London teen who's run off to ISIS

SEE PAGES 8-9

### Paedophile scum

Vile freak targets bikini teens in twisted fantasy  
Exclusive report inside



### All grown up

Former child stars blossom into voluptuous teen cuties  
Exclusive beach pics inside!



# TERROR AS GIGANTIC MUSLIM SPIDERS BRING DEADLY EBOLA TO UK

## ...and the SHARIA LAW arachnids are also set to cause the worst winter for fifty years - and YOU'RE paying for it

By **Billy Bullshit**  
Head of Propaganda

Swarms of giant, MUSLIM spiders illegally entered the country yesterday, bringing TERROR and DEATH - and although there is no evidence to support it, we're going to say that they are BENEFIT SCROUNGERS.

The arachnid army, which will probably force your local shop to make all your pasties HALAL, arrived in the UK via Folkestone and was no doubt helped by the bloody FRENCH.

Although scientists have said categorically that the huge bugs definitely do not carry the deadly ebola virus, we're going to put EBOLA in block capitals anyway, because they help to increase unwarranted FEAR.

The creepy crawlies, wearing BURQAS, have no sexual interests beyond the evolutionary desire to reproduce but we're still going to speculate that they are PAEDOPHILES because nonces sell papers to idiots like you quicker than PRINCESS DIANA headlines do these days.



Folkestone: Clad in burqas, the eight-legged immigrants ILLEGALLY enter the country bringing snow and ice

# PREFERRED READING

The **meaning** that the **maker** of the text wants the *audience* to **accept**

- The text will usually contain a **message** or **messages** that support **mainstream** views. The maker of the text hopes the *audience* will **accept** and **agree** with this message



# PREFERRED READING

**Take the example of newspapers:** Different newspapers may present the same story, but **with different preferred readings** due to different *editorial* views/*political allegiances*.

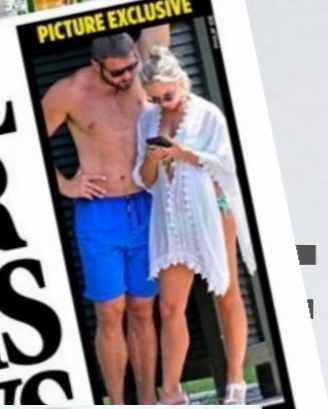
# PREFERRED READING



# PREFERRED READING

A news story that portrays **migrants/refugees** trying to get into the UK is another very topical example:

FREE HOTEL ROOMS FOR THE CALAIS



Daily Mail  
Agonising last hours of lion king killed for this man's deadly vanity  
As Cameron preaches abroad about slave labour, migrants besiege Tunnel to join OUR black economy and MPs demand...

WHY WE ALL FEAR DENTISTS ARE NATURAL BORN KILLERS  
QUENTIN LETTS  
As police seize stowaway migrants across S  
Cameron is attacked for 'likening them to ins

FOREIGN WORKERS TAKE YET MORE UK JOBS

EXPRESS  
FREE TOYS  
Mystery death of hacking informer

THE 'SWARM' ON OUR STREETS  
Making it through: Police across southern England arrested alleged illegal immigrants yesterday after hundreds stormed the Channel Tunnel entrance in Calais

AIN MUS  
MIGRAN

WE MUST STOP THE MIGRANT INVASION

Mail  
FEMALE magazine  
Trusted at home. Stressed at work. Are you one of the burnt-out generation?

MIGRANT WALKS THROUGH CHUNNEL  
He beats feeble French security to make 31-mile trek as trains roar past at 100mph

British workers says new report



Emma Thompson's fears of going

REIGN WORKERS GET 3 IN 4 NEW JOBS  
Six children. Six years together. Finally, Angelina and Brad 'to wed'

Britons want border controls back from EU

refugee |rɛfjʊˈdʒiː|

noun

a person who has been forced to leave their country in order to escape war, persecution, or natural disaster

migrants

army

invasion

swarm

THURSDAY SEPTEMBER 3, 2015 50P

# THE NATIONAL

THE NEWSPAPER THAT SUPPORTS AN INDEPENDENT SCOTLAND

## **The reality** Why Europe must act now

'This tragic image of a little boy who's lost his life fleeing Syria is shocking and is a reminder of the dangers children and families are taking in search of a better life. This child's plight should concentrate minds and force the EU to come together and agree to a plan to tackle the refugee crisis'

Justin Forsyth, CEO of Save the Children



# WHY WE ALL FEAR DENTISTS ARE NATURAL BORN KILLERS

**QUENTIN LETTS** PAGE 14

**As police seize stowaway migrants across South, Cameron is attacked for 'likening them to insects'**



Making it through: Police across southern England arrested alleged illegal immigrants yesterday after hundreds stormed the Channel Tunnel entrance in Calais

# THE 'SWARM' ON OUR STREETS

THE Calais crisis intensified last night after a day of astonishing scenes on both sides of the Channel triggered by the chaos at the French port.

By **Gaire Ellicott** and **Stephen Wright**  
 point, a mother and her young son clutching a teddy bear were seen crawling through a security fence. It came as David Cameron was attacked

pected migrants on the M20 after they made it to the other side of the Tunnel. One even risked his life by stowing away under a horsebox for two hours. Last night, 200 migrants tried to storm the Tunnel. Shortly after a shuttle train from the UK pulled in, they rushed at the point where cars leaving the Tunnel join

it through before riot police formed a cordon. On another day of drama: Eurotunnel dramatically sealed back its overnight freight service to reduce the opportunities for stowaways - a move which will have major implications for the UK economy, which is already losing £250million a day because of the chaos. The BBC's special representative on



**Tiny victim of a human catastrophe**

Cradled in the arms of a Turkish policeman, this little boy was drowned during his refugee family's desperate bid to reach Greece. The image could not be more harrowing - but must be seen to comprehend the gravity of the migrant crisis engulfing Europe. REPORTS: PAGES 8-11

“...the **migrant** crisis engulfing Europe.”

*"...owing to a well-founded fear of being persecuted for reasons of race, religion, nationality, membership of a particular social group or political opinion, is outside the country of his nationality, and is unable to, or owing to such fear, is unwilling to avail himself of the protection of that country.*

**"Put simply, these definitions say a migrant chooses to leave, whereas a refugee is forced to leave."**

–1951 Refugee Convention



# DIFFERENTIAL DECODING

**Although texts have preferred readings, we all interpret them differently**

Factors affecting interpretation of a text include:

- ▶ Age
- ▶ Gender
- ▶ Ethnic background
- ▶ Education/knowledge
- ▶ Experience
- ▶ Affiliation/Identification to different groups

# DIFFERENTIAL DECODING

## Task:

How do you interpret the following photograph?

You may want to consider things like:

- ▶ Recognition
- ▶ Tattoos
- ▶ Clothes
- ▶ Style
- ▶ Purpose

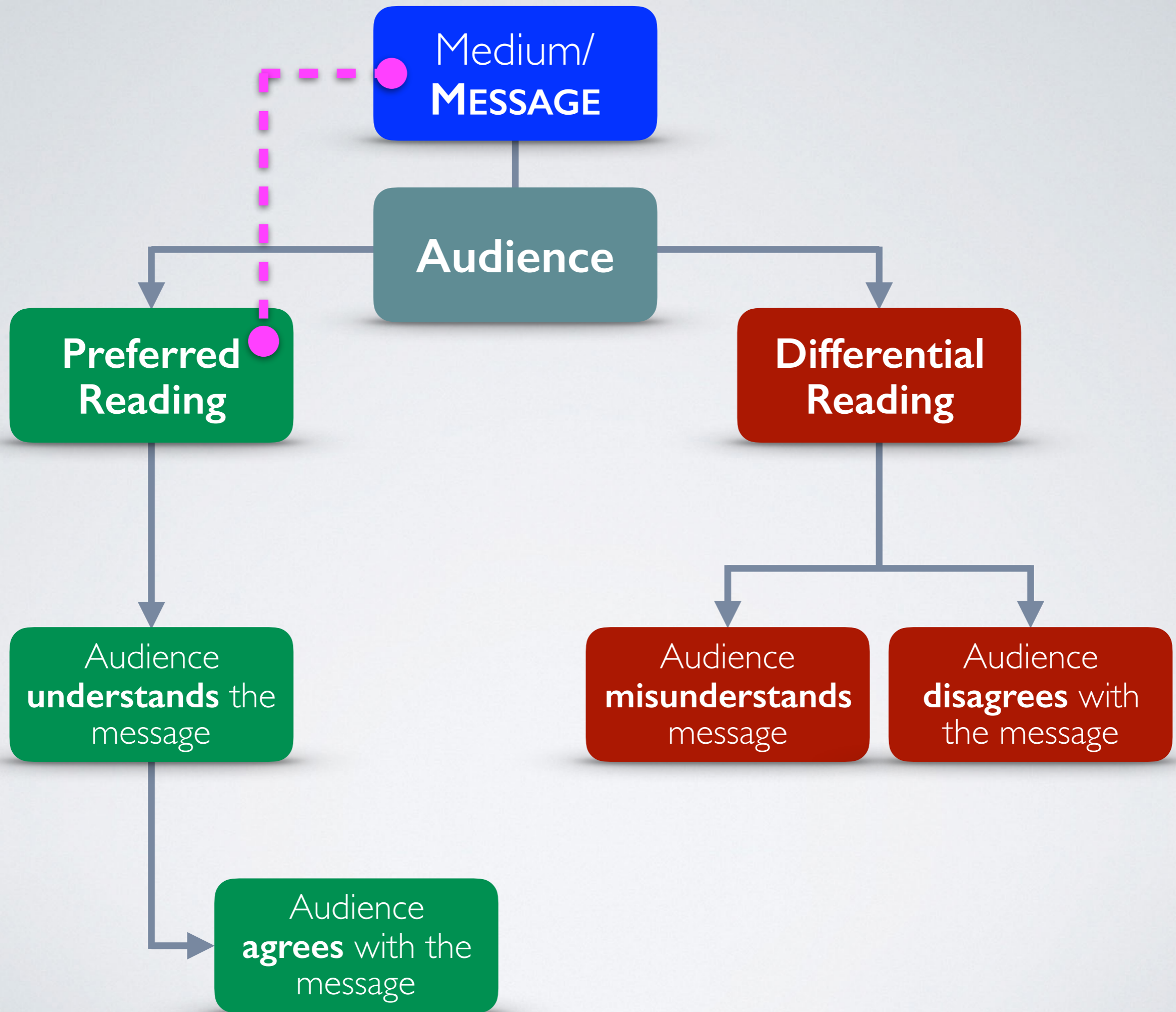


## Part 2:

Now consider how the following might react to the same photo.

- ▶ Your granny?
- ▶ A minister?
- ▶ A politician?
- ▶ A 6 year old boy?
- ▶ An alien?





**GEORDIE SHORE**

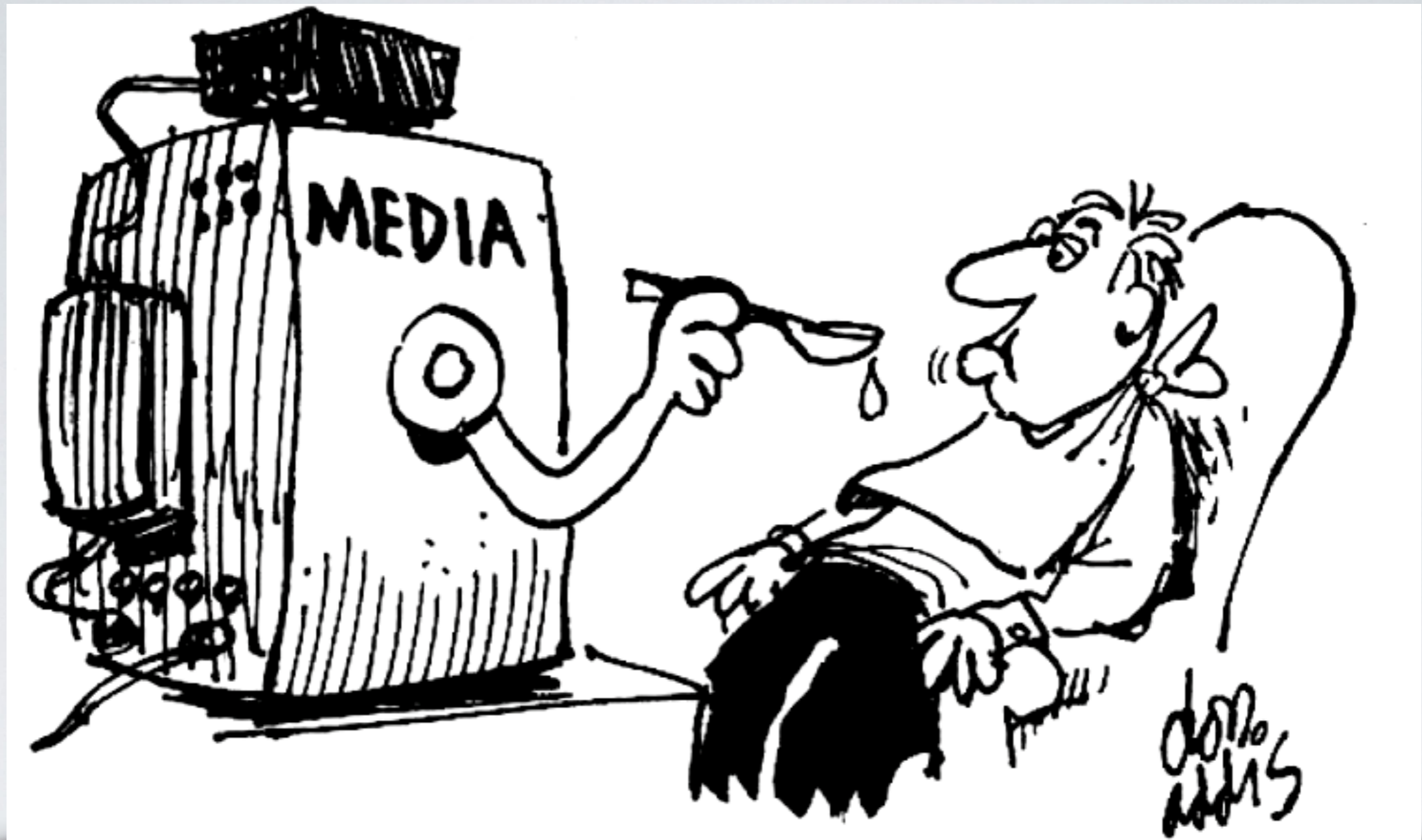
**SEASON 12**

**GEORDIE SHORE**



# TARGET AUDIENCE

- ◆ Using your new knowledge upon audience, identify who you think the target audience is for the MTV reality show '**Geordie Shore**'.
- ◆ You should define the target audience by the following demographics and provide evidence from the text to help support your answer:
  - ◆ **Age** (*pre-5s, pre-teens, teens, 18–24, 25–35, 35–55, 55+*)
  - ◆ **Gender**
  - ◆ **Nationality**
  - ◆ **Social class** (*remember to use the **JICNARS** scale for class distinctions*)
  - ◆ **Wealth** (*different from class – how?*)
  - ◆ **Lifestyle features** (*eg: sexual identity, hobbies, pastimes etc.*)
- ◆ **EXTENSION:** *Discuss and identify the key elements in the advert (language, narrative, representations) that have been manipulated to achieve a preferred reading. What is the preferred reading?*



# THE MEDIA EFFECTS DEBATE

How does the media affect its audience?



# HOW DOES THE MEDIA AFFECT ITS AUDIENCE?

These are the main theories:

- **Hypodermic Needle Theory:** The audience take in everything the media presents them with and accepts it.
- **Two Step Flow Theory:** Information is filtered through 'opinion leaders' or 'gatekeepers' which influences the mind of the audience.
- **Uses and Gratifications Theory:** The audience use media texts in whatever way they want, to meet their needs.
- **Reception Theory:** audiences are active in choosing meaning from a text e.g. the preferred reading, differential decoding

# HYPODERMIC NEEDLE THEORY

- This theory is often used to highlight the dangers posed by violent media to children.
- Used during “**moral panics**” (*where society worries about an apparent threat*) to explain why certain groups in society should not be exposed to certain media texts (portraying sexual or violent behaviour) for fear they will then copy what they have seen.

## ***Example: Murder of Jamie Bulger (1993)***

- **TWO** year old Bulger was murdered by two **TEN** year olds
- The trial judge stated that exposure to violent videos **might** have encouraged the actions of the murderers
- Some **UK tabloid newspapers** claimed that the attack was inspired by the film ***Child's Play 3*** (1993)

# TWO STEP FLOW THEORY

- This suggests that information **does not** flow directly from the text into the minds of the audience unmediated but is **filtered** through '**opinion leaders**' or '**gatekeepers**' who then communicate it to others whom they have **influence** over.
- The audience then mediate the information received from the opinion leaders in a **two-step flow**.
- An example of this theory in action is the influence a church leader or community leader or activist, **or even a film director**, would have in response to an upcoming election or rights movement or protest or any other topical issue.
- Although the media say one thing the message that people would take would be based on the understanding of this **leader of the issue** and how they present it.



# USES & GRATIFICATIONS THEORY

This theory claims we make choices and consume media texts for different reasons and in different ways

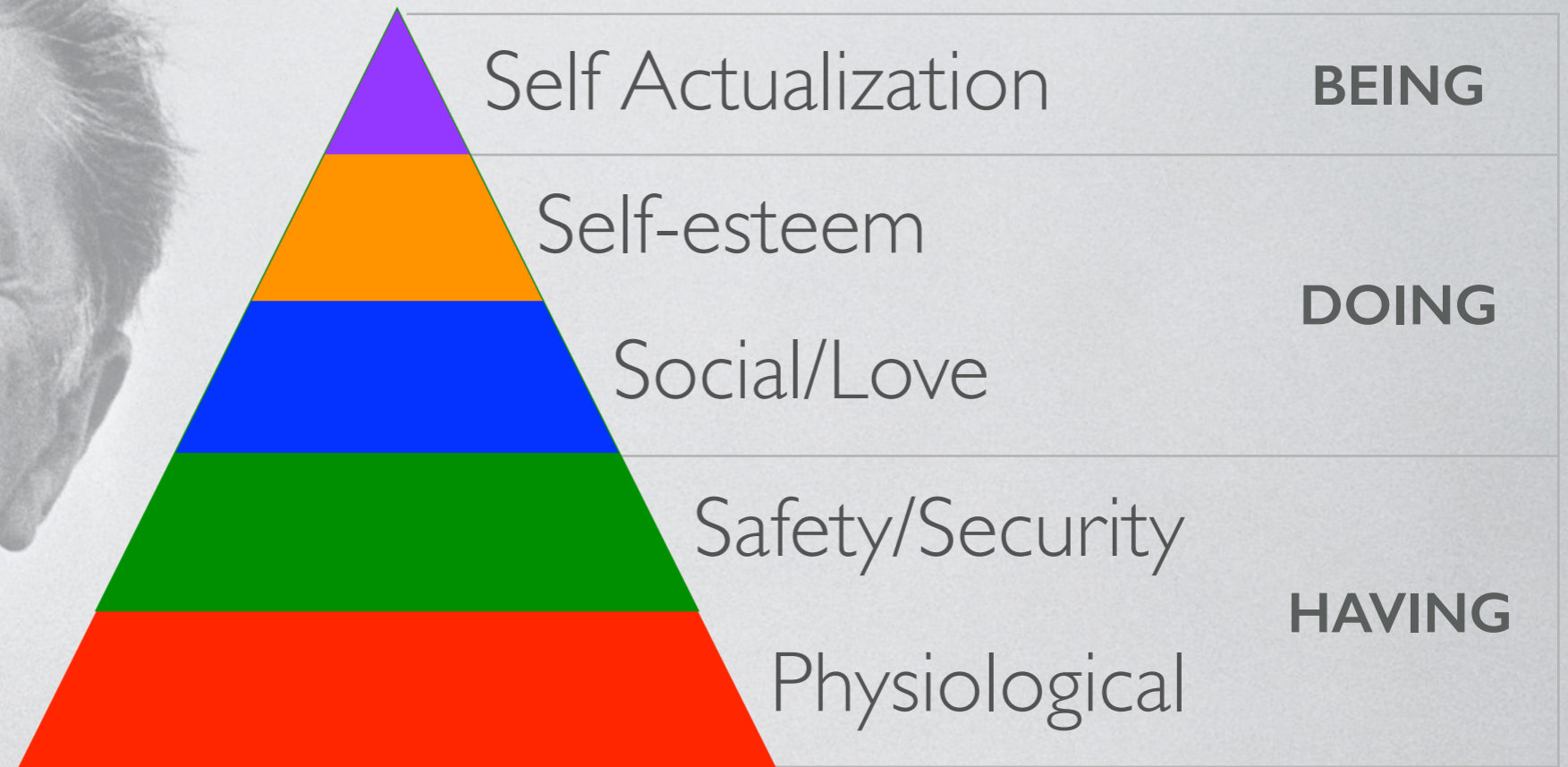
- **Diversion:** Escape from everyday pressure/worry (*television sitcoms, soap operas, films e.g. The Big Bang Theory, EastEnders, The Guest*)
- **Personal Relationships:** Companionship - identifying with characters; Sociability - giving something to talk about with others (*multiple character narratives e.g. Mad Men, Breaking Bad, Boardwalk Empire*)
- **Personal Identity:** Compare life with others on TV; Understand self through TV portrayals of problem (*reality television, soap operas, tabloid talk shows, fiction e.g. The Jeremy Kyle Show, Extreme Couponing, Big Brother*)
- **Surveillance:** Gathering information about what's happening in the world; Understand events in the world (*news, documentary e.g. Panorama*)



# RECEPTION THEORY

- This is the idea that audiences are **active** in choosing **meaning** from a text at a particular historical moment – the meaning taken at the moment of **consumption**.
- This can be the **preferred reading** mirroring the intention of the institution that created the text or an alternative **differential decoding** of the text based on the audience's knowledge, experience and identity.
- Institutions, by using an understanding of audience expectations and using codes and conventions as well as representations within a culture, can **position** the audience, reducing the **polysemic** (multiple readings) nature of the text.

# MASLOW'S HIERARCHY OF NEEDS





# STRATEGIES USED TO SELL PRODUCTS

## MASLOW'S NEEDS

*What do distribution companies do in order to attract an audience?*

- In the 1970s Abraham Maslow suggested that human behaviours are focused on satisfying certain basic types of needs.
- Film-makers and advertisers use ideas, like Maslow's, in an attempt to target particular groups of people – they are trying to reach their product out in a way that is recognisable and meets the perceived need of the audience

# ADVERTISING MASLOW'S NEEDS

- **Need to survive** – Used by advertisements for food, drink, housing etc.
- **Need to feel safe** – Advertisements for insurance, loans and banks promise security and freedom from threats.
- **Need for affiliation or friendship** – Adverts that focus on lifestyle choices like diet and fashion use people's desire to be popular. They may also threaten them with the failure to be liked or fit in.
- **Need to nurture or care for something** – Advertising which shows cute animals and small children brings this out in the viewer.
- **Need to achieve** – Advertisements that are linked with winning, often promoted by sports personalities, tap into the need to succeed at difficult tasks.

# ADVERTISING MASLOW'S NEEDS

- **Need for attention** – Advertisements for beauty products often play on the need to be noticed and admired.
- **Need for prominence** – Advertisements for expensive furniture and diamonds may use people's need to be respected and to have high social status
- **Need to dominate** – Advertisements for products like fast cars offer the possibility of being in control through the product
- **Need to find meaning in life** – Advertisements for travel or music may appeal to people's need for fulfilment.

# AUDIENCE ANALYSIS

Depending on the **medium**, **audience** could also be analysed in terms of:

- ▶ Ratings
- ▶ Box office
- ▶ Circulation/distribution
- ▶ Social classification categories
- ▶ Lifestyle
- ▶ Subcultures

“Television doesn't  
make programmes,  
it creates audiences...”

—Jen-Luc Goddard

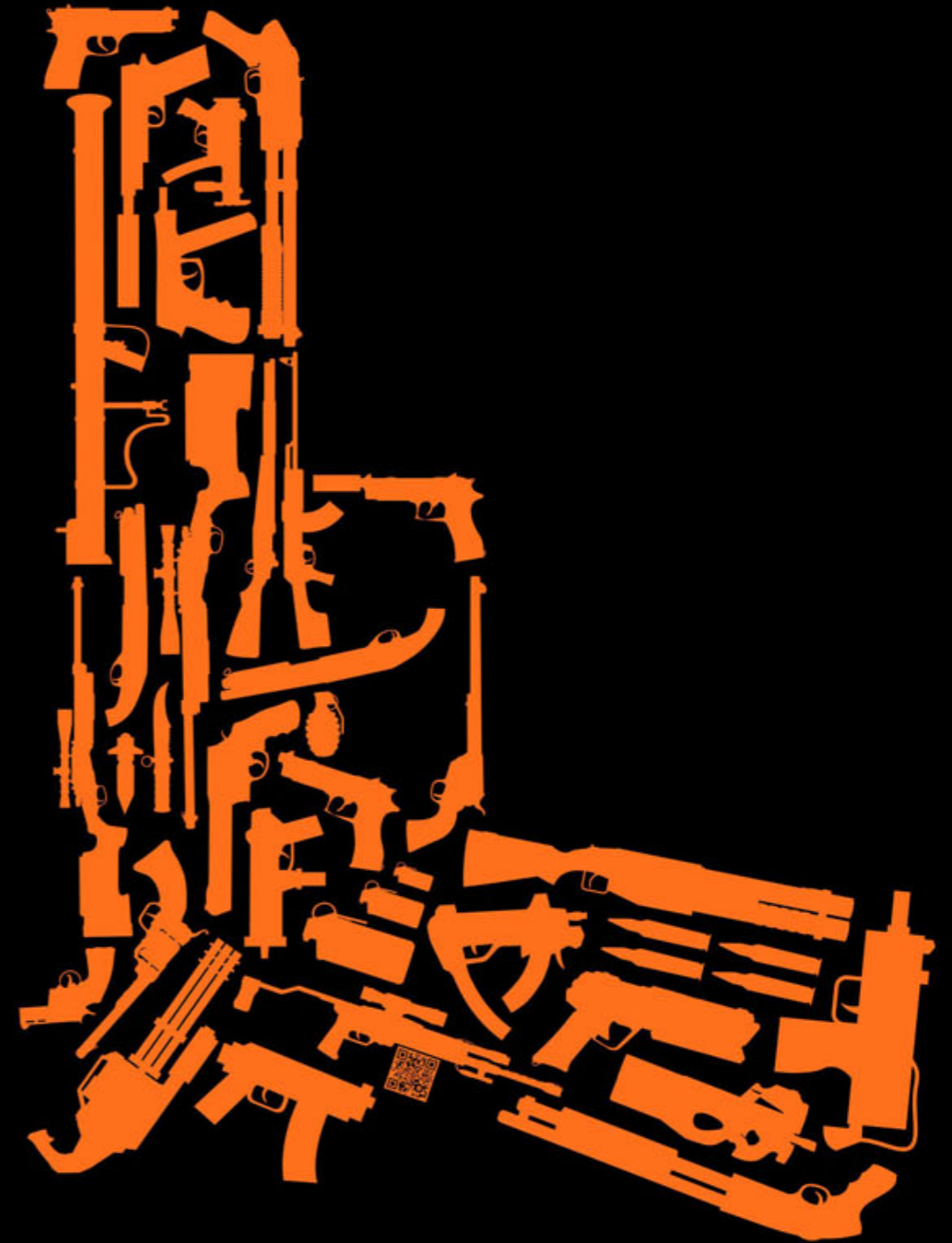
## TASK:

You will now write a group audience analysis of the film poster for '*The Mechanic*' (2011).

You will need to include references to the following:

JASON STATHAM

BEN FOSTER



SOMEONE HAS TO FIX THE PROBLEMS.

# THE MECHANIC

JANUARY 2011



THEMECHANICMOVIE.COM

CBS FILMS

**Target Audience** (*categories, who has access, any narrative codes – signs or theories – discourses – relationship to real world, myths – marketing controls – circulation/distribution of product, BBFC, MPAA etc.*)

**Mode of Address** (*direct or indirect, individual or collective, restricted, subjective or objective, tone or register etc.*)

**Preferred Readings** (*meaning the makers hope you will accept*)

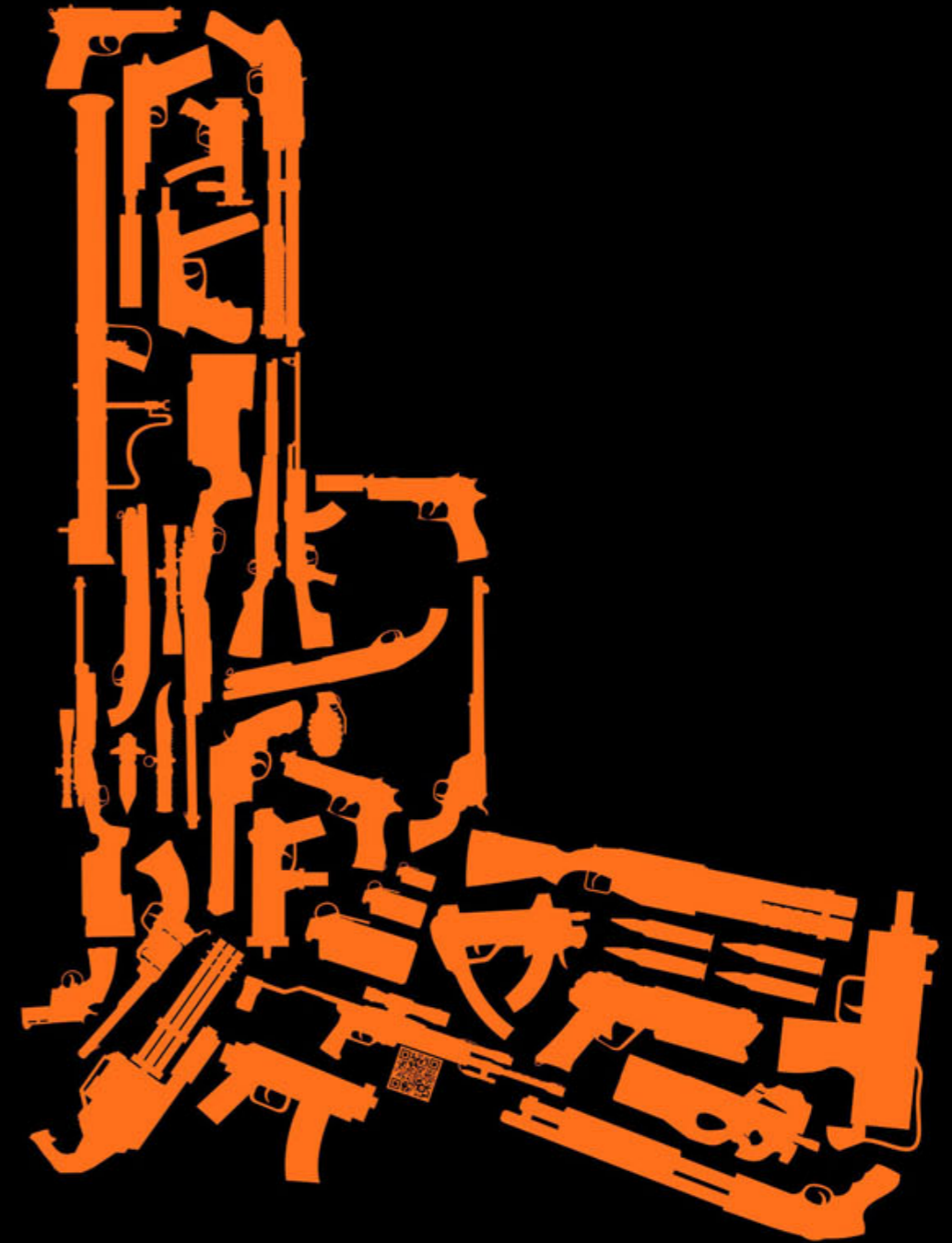
**Differential Decodings** (*how an audience views the text based on age, gender, ethnic background, education, experience etc.*)

**Application of the Hypodermic Needle Theory:** *Effects of the text?*

**Application of Uses and Gratifications Theory:** *Effects of the text? Which needs are satisfied by the text and how?*

JASON STATHAM

BEN FOSTER



SOMEONE HAS TO FIX THE PROBLEMS.

**THE MECHANIC**

**JANUARY 2011**



































THEMECHANICMOVIE.COM

CBS FILMS





# NEWSPAPER CIRCULATION FIGURES (MARCH 2015)

Title	Avg circ	% change year on year	UK/Scotland	Politics (#GE2015) Main (+Secondary)	Comments
<i>Daily Mirror</i>	897,786	-6.74		Labour  Liberal Democrats 	
<i>Daily Record</i>	200,127	-10.22		Labour 	<i>The Daily Record</i> have seen their sales drop as the SNP has risen in prominence in Scotland.
<i>Daily Star</i>	424,453	-10.91			
<i>The Sun</i> <i>(includes The Scottish Sun)</i>	1,858,067	-10.23		Conservatives  SNP 	<i>The Scottish Sun</i> supported SNP, <i>The Sun</i> (in Rest of the UK) attacked the SNP
<i>Daily Express</i>	445,245	-8.81		UKIP  Conservatives 	<i>The Daily Express</i> , and owner Richard Desmond, are UKIP's largest backers.
<i>Daily Mail</i>	1,626,322	-4.78		Conservatives  UKIP 	<i>The Daily Mail</i> is predicted to overtake <i>The Sun's</i> circulation figures in 2016.
<i>The Daily Telegraph</i>	479,290	-8.37		Conservatives 	
<i>Financial Times</i>	213,423	-7.40		Conservatives  Liberal Democrats 	
<i>The Guardian</i>	174,941	-9.46		Labour  Liberal Democrats 	<i>The Guardian</i> returned to supporting Labour in 2015 (It supported the LibDems in GE2010)
<i>i</i>	273,853	-6.47		Conservatives  Liberal Democrats 	<i>The Independent</i> (and <i>i</i> ) declared for the Tories. They had claimed to be neutral before the 2015 election but since being bought by the Lebedevs in 2010 have gradually become more right-wing.
<i>The Independent</i>	58,751	-8.07		Conservatives  Liberal Democrats 	
<i>The Times</i>	390,962	-0.88		Conservatives  Liberal Democrats 	

Supplementary Thought: What factors do you think have caused newspaper sales to fall year on year, and can they be reversed?

*(Return to previous slide)*