

# Revise Audiences

Please read through pages 59-76 of the 'Media Studies – Key Concepts' booklet and answer the following questions (see page references to find the specific answer).

1. What is a **target audience** – p.59?
2. What is a **demographic** – p.60?
3. What is the difference between a **primary** and **secondary audience** – p.60?
4. List four ways audiences can be **categorised** – p.60.
5. What is the difference between a **mass** and **niche audience** – p.61?
6. What are the advantages and disadvantages of targeting a **mass/niche** audience – p.61?
7. What does the **NRS social grade** define audiences by – p.61?
8. What is the difference between **ABC1** and **C2DE** audiences – p.61?
9. What are the **4cs**? What are **psychometrics** “based on” – p.62?
10. Name three of the groups that **Young & Rubicam** defined in their research on **VALs** (and explain which group fits you best) – p.62.
11. Describe four ways in which **media texts** can target specific audiences – p.63.
12. How has the internet helped target audiences – p.64?
13. How has the internet negatively affected audiences – p.64?
14. According to **Maslow**, what five needs does every human have (and which ones could be fulfilled by media) – p.65?
15. According to **Blumler and Katz**, what are the four **uses and gratifications** – p.65?
16. What is **cultural capital** – p.66?
17. Why may people be obsessed with celebrities – p.66?
18. According to **Richard Dyer**, what are the five **utopian solutions** offered by media – p.69?
19. What can media **position** audiences to do – p.70?

20. What is the difference between **passive** and **active** audiences – **p.70**?
21. What is **hypodermic needle theory** – **p.70-71**?
22. What has the media been accused of influencing audiences to do – **p.70-71**?
23. What historical event “intensified” fears about media influences – **p.71**?
24. How did **Edward Bernays** change advertising – **p.71**?
25. What is **transgressive behaviour** – **p.71**?
26. What did **Albert Bandura’s Bobo Doll experiment** appear to prove – **p.71-72**?
27. Why was **Bandura’s** experiment “flawed” – **p.72**?
28. Why do we no longer consider the **hypodermic needle theory** to be accurate – **p.72**?
29. Why may people continue to blame the media for encouraging violence – **p.73**?
30. How does **two-step flow** theory differ from **hypodermic needle theory** – **p.73**?
31. What is **Gerbner’s cultivation theory**? According to this theory, how are audiences affected by messages in the media – **p.73**?
32. What is **mean world syndrome** and how does it develop – **p.73**?
33. Does **Stuart Hall’s reception theory** suggest that audiences are **active** or **passive** – **p.74**?
34. What does it mean when **Hall** argues that texts are **polysemic** – **p.74**?
35. According to **Hall**, what are the three ways audiences can **decode** media messages – **p.74**?
36. Who developed “**pick and mix**” theory – **p.75**?
37. How does “**pick and mix**” theory differ from **reception theory** – **p.75**?
38. How are audiences more **interactive** thanks to the internet – **p.75**?
39. What is **textual poaching** (and who studied this) – **p.75**?
40. Why do media companies want to encourage **participation culture** – **p.75**?
41. Why do media companies want to control **participation culture** – **p.75**?
42. What is a **prosumer** and who coined this term – **p.75**?
43. Why does **Clay Shirkey** argue that we may be seeing an ‘**end of audience**’ – **p.75**?