

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

Media SECTORS

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

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



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."*