PiXL Independence:
Media Studies - Answer Booklet
KS4

Audience

Contents:

I. Multiple Choice Questions – 10 credits
II. Short Answer Questions – 10 credits each
i. Multiple Choice Questions Answers

20 credits for completing this quiz.

1. Which of these shows examples of demographic groupings?
   
   a. Hobbies, personality, style  
   b. Age, gender, ethnicity

2. What is the key term for a large audience, including a wide range of people, often into popular products?
   
   a. Mainstream  
   b. Target  
   c. Niche

3. On the socioeconomic scale, what letter of the alphabet / code is assigned to audiences who are considered to be ‘unskilled manual workers’?
   
   a. C2  
   b. D  
   c. E

4. What theorist/s came up with the Uses & Gratifications theory?
   
   a. Blumler & Katz  
   b. Bandura & Ross  
   c. Levi Strauss

5. What is the name of the agency that measures TV audience viewing figures?
   
   a. PEGI  
   b. RAJAR  
   c. BARB
6. What is the key phrase for when an audience rejects the messages in a media product completely and takes a different viewpoint from the one the producer intended?
   a. Preferred Reading
   b. Negotiated Reading
   c. Oppositional Reading

7. What theorist came up with the ‘Audience reception theory’ about preferred, negotiated and oppositional readings?
   a. David Gauntlett
   b. Stuart Hall
   c. Steve Neale

8. What is the key term for a type of audience that tends to sit back and just consume a media product without thinking?
   a. Passive Audience
   b. Submissive Audience
   c. Mindless Audience

9. What is the missing fifth part of the Uses & Gratifications theory out of Entertainment, Education, Social Interaction, Identity......?
   a. Excitement
   b. Escape
   c. Aspiration

10. What is the key term used for when a company deliberately targets a small specialised audience?
    a. Narrowcasting
    b. Niching
    c. Notching
ii. Short Question Answers

*Each question answered is worth 5 credits. There are a further 10 credits available for self-assessment marking and adding to your answers if needed*

1. **Explain two of the Uses & Gratifications offered by Facebook**
   Facebook provides audiences with opportunities for ‘social interaction’ with others, allowing them to feel less alone. It also allows audiences opportunities to ‘identify’ with others who may post about things they can relate to. Some audiences may find ‘entertainment’ on the site by enjoying reading about the lives of others. Some people may get ‘education / information’ from the site if they learn about issues, particularly from news that might be shared on the site. Some audiences might be able to ‘escape’ from their own lives whilst on Facebook especially if they follow posts by people with exciting or glamorous lifestyles.

2. **Identify who the target audience is for The Sun newspaper**
   The target audience for The Sun newspaper is mainly 18–40 year olds, white, straight, British, working class males, who enjoy sports, girls, and entertainment. They may lean towards being Conservative in their political viewpoints, and may hold xenophobic views.

3. **Explain what happens when an audience takes a ‘negotiated reading’ of a text**
   When an audience takes a negotiated reading it means that they have accepted or taken on board some of the message the producer intended them to have. But that at the same time they have rejected part of the message for some reason.

4. **Explain the difference between an active and a passive audience**
   An active audience is one that is involved, either consciously or unconsciously, with a media product. They engage with the text in some way. A passive audience is one that is not involved with a media product, and that often sits back and consumes the product / absorbs the messages without thinking.

5. **Explain the definition of the word ‘psychographics’ and give some examples of what that might include**
   The word psychographics means ways of defining an audience by psychological information about them, such as their hobbies, personality, style, aspirations, emotions etc.

6. **Explain what is meant when we say an audience can ‘identify’ with a product**
   When an audience identifies with a product it means they can relate to it in some way, recognising parts of themselves or their own lives and experiences in a media product.
7. What do we mean if we say an audience has been ‘positioned’ in a certain way?
Positioning an audience means that a producer has manipulated an audience, often using media language, to think a certain way about a product or other issue.

8. What is the key term for a type of audience research which is based on numbers, statistics or factual data, often collected through polls, questionnaires or surveys?
Quantitative research is the key term for a type of audience research which is based on numbers, statistics or factual data, often collected through polls, questionnaires or surveys.
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