

Media Audiences

Media Texts deliver **audiences to advertisers.** }

use market research and demographic theories to create profiles of consumers. Using these profiles, they tailor their marketing to different select groups.



consumers: people who

- buy and use material goods
- buy and use information and entertainment services
- are encouraged to accept as natural the values implied or promoted by the creators of the goods and services

Strategies for attracting the attention of the target audience:

1. place text in appropriate medium
 - teenagers do not generally watch television news
 - adults do not generally read *Spin* magazine
2. represent targeted group within media text
 - people are attracted to looking at themselves or people like themselves, especially if the representations are idealized
3. include objects or activities enjoyed by the target group
 - people do not generally pay attention to something they are not interested in
4. include subjects and topics of interest to the target group
 - adults are often interested in hearing discussions of work-related problems, such as intolerable bosses
 - teenagers are often interested in hearing conversations about identity and individualism
5. use theme music or background music of appropriate genre for target group
 - baby boomers love that Motown sound
6. use settings and situations the target audience is comfortable with and familiar with
 - few adults would be interested in a scene set in a mosh pit
 - few teenagers would be interested in a scene set in a corporate board room
7. establish attitudes appropriate to the target audience
 - teenagers generally are attracted to images of rebelliousness
 - adults are often attracted to images of security
8. appeal to the target audience's desires
 - people will pay attention to an image of something they want