

Defining 'Audience' and 'Markets'

Audiences are studied by people who have an academic interest in the media.

Markets are considered by people who need to sell media products.

There are groups of people who prefer certain media texts and products, they are the audience.

An audience does not have to watch or listen, it may read as well! Audiences can be identified in three ways:

- Do they consume a *particular product*? e.g. **Sun** readers
- Do they buy a *particular type of product*? e.g. women's magazines
- Do they belong to a particular *social classification* which means that certain media products will appeal to them? e.g. sport will appeal to men.

A market consists of any of the above three categories but individuals can be classified in a way that makes them a market for media products.

An audience is a market when it is targeted with some financial aim in mind. Social categories are used by advertisers of products who will place their advertising in appropriate media

Audiences and Markets

texts.

Social categories include:

- gender
- age
- family type
- social classification (class)
- nationality
- ethnicity
- education
- religious affiliation
- political allegiance
- housing type
- occupation and income
- region
- town or country background

Which groups of people will enjoy drama programmes on television? Can you suggest various audiences for various types of drama programmes.