**Media Audiences**

**Media Texts deliver audiences (consumers) to advertisers.**

**Consumers** are 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 (You are undesirable to the opposite sex if you have/don’t have X, our product will give/take

away X).

**Advertisers** **use market research and demographic theories to create profiles of consumers.** Using

these profiles, **they tailor their marketing to different select groups**.

**8 Strategies for attracting the attention of the target audience:**

**1. place text in appropriate medium**

• teenagers do not generally watch television news, they tend to find the news online

• adults do not generally read *Seventeen* or *Spin*, they do tend to read *Time and McLean’s*

**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, pop culture, their hobbies

**5. use theme music or background music of appropriate genre for target group**

• baby boomers love that Motown sound, nostalgic music goes a long way!

**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 and self expression

• 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, teenagers don’t have home

security systems, life insurance, cook ware, and lawn mowers on the top of their “must have”

lists.

