

AUDIENCES

EMC 3460 Media & Messages // Jan. 23

WHAT IS AN AUDIENCE?

- ➤ Audience defined as those "unknown individuals and groups towards whom communication products are addressed."
- ➤ Simply put, who is the end "user" of the "product" you create? That's your audience.
- ➤ You want to create your product with your audience in mind.

AUDIENCES

- ➤ It's important to know who will be reading, watching, listening to your work.
- ➤ The more you know about your audiences and about shaping specific messages for them the more you'll see success in your projects.
- ➤ Once you know **who** your audience is, it is important to determine **what** you know about them.

AUDIENCES ARE ALSO KNOWN AS ...

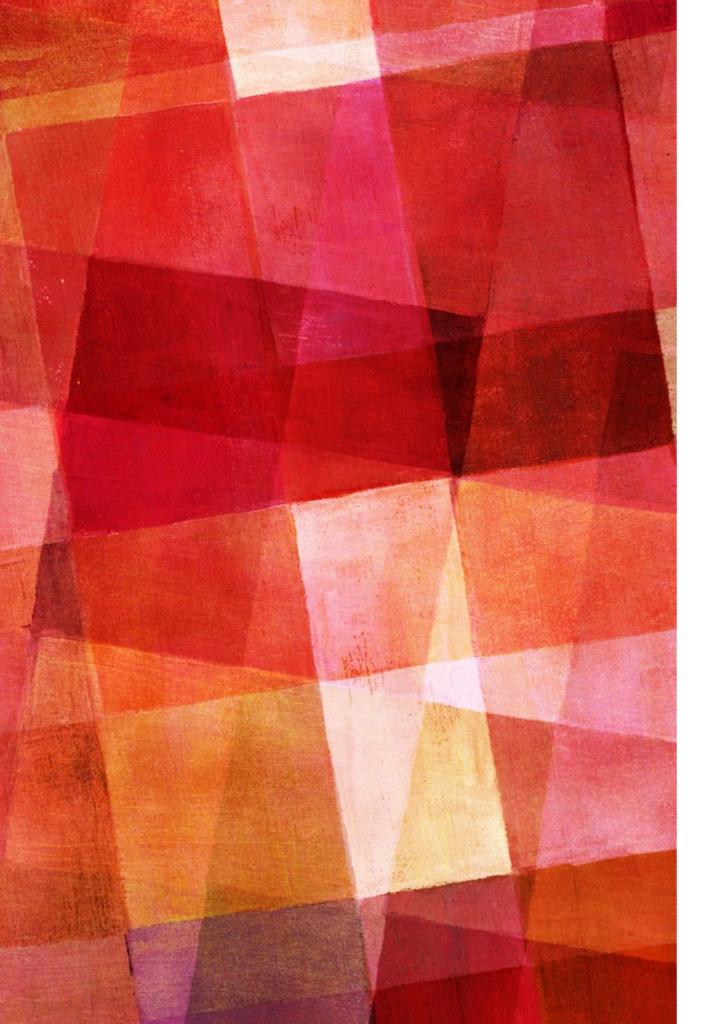
- The viewing audience in the television industry.
- ➤ The **public** in public relations.
- ➤ Consumers, buyers, markets in retail or advertising.

EVOLUTION OF AUDIENCES IN THE U.S.

From mass to increasingly niche

INDUSTRIAL REVOLUTION

- ➤ 1760 to 1840s
- ➤ Advancements in the printing press, telegraph
- ➤ What are the major media sources?
- ➤ Who is the audience?

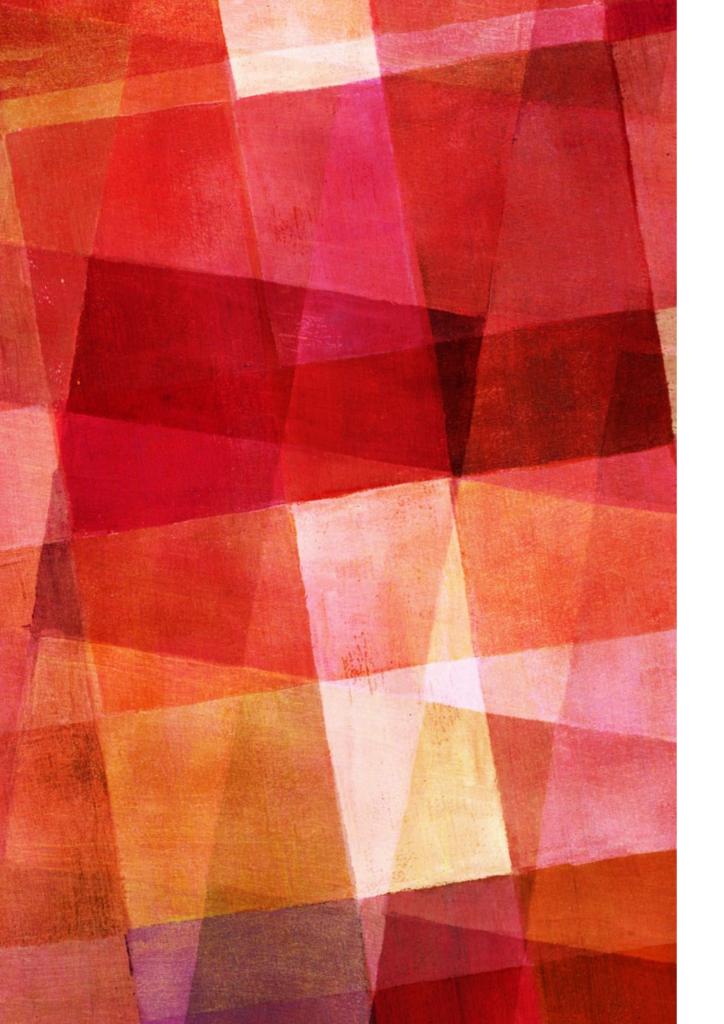


LATE 19TH CENTURY

- ➤ Newspapers
- ➤ Magazines
- ➤ Radio

20TH CENTURY

- ➤ For most of the 20th century, people followed the same radio, television, and film products. Many of the traditional products were designed for large general audiences.
- ➤ Great mass-audience magazines like *Look*, *Life*, and *Saturday Evening Post* thrived, as did general audience radio and television programs on a limited number of channels.
- ➤ What changed?

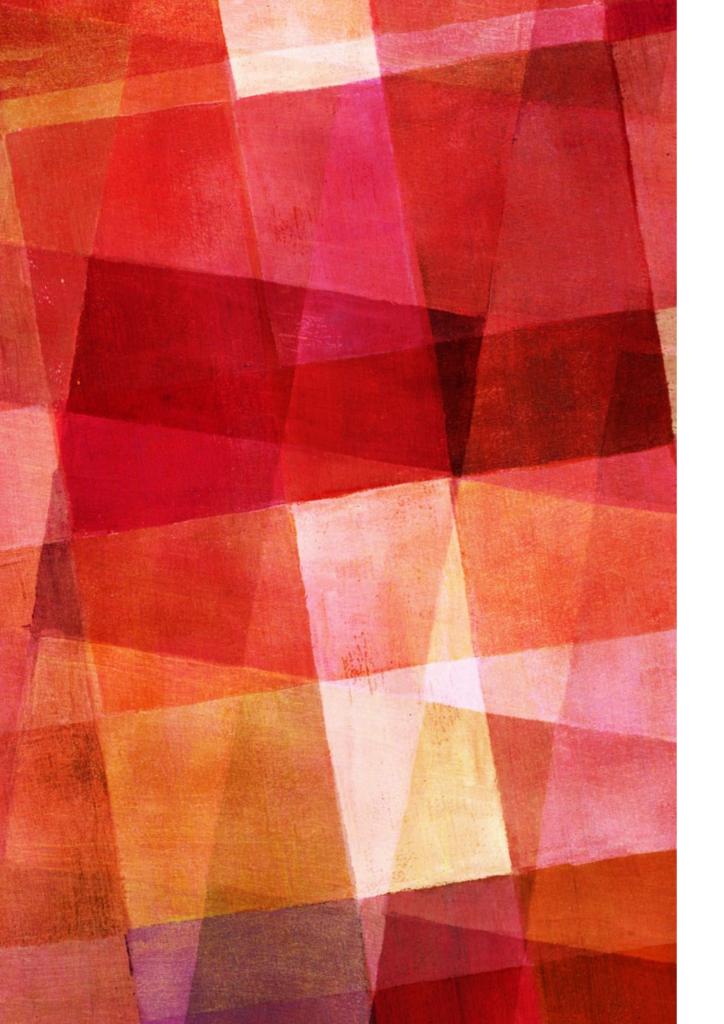


WHAT CHANGED?

- ➤ Technology
 - ➤ Digitalization
- ➤ Cultural principles
- ➤ Regulation
- ➤ Ownership

WHAT DOES IT MEAN?

- ➤ Today, it's even more important to know who will be receiving the messages you develop, because audiences have many **choices**.
- ➤ Fragmentation: Chipping away of mass audiences.
- ➤ Can you think of any fragmented audiences?



TELEVISION

- ➤ ABC, CBS, NBC
- ➤ 1000s of channels
- Consolidated ownership
- ➤ Internet changed broadcasting

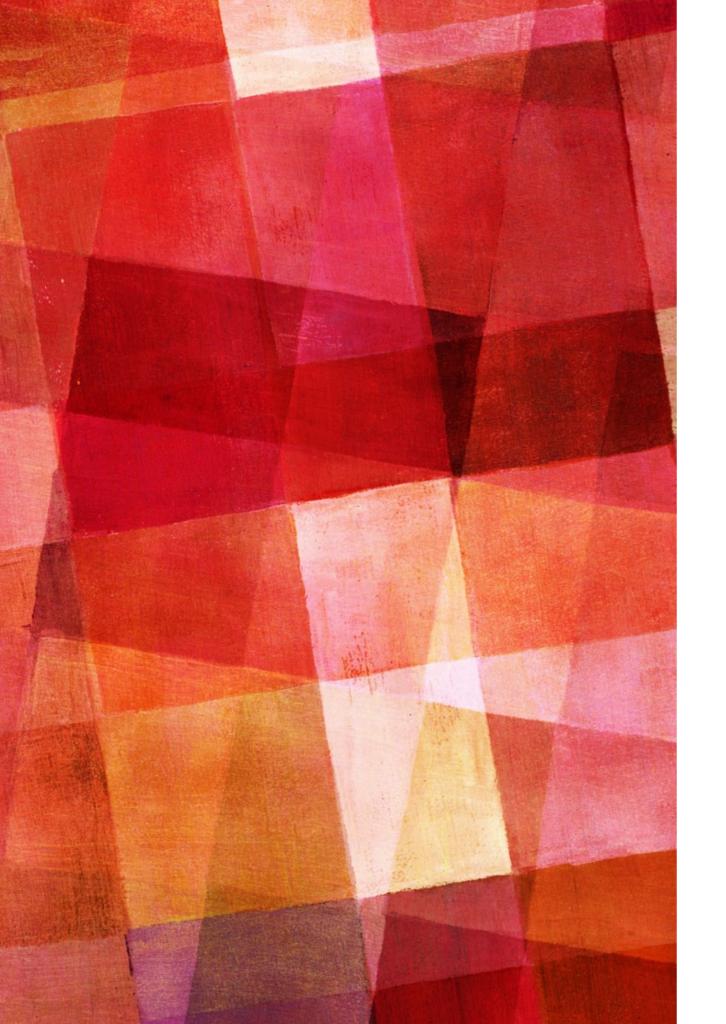
CHOICE AND CONTENT CREATION

- ➤ What does fragmentation and choice mean for content creators?
 - ➤ You can target an audience more specifically.
 - ➤ You can target an audience in may ways (multiple media).
 - ➤ Many chances to learn about your audience.
 - ➤ Examples: Tracking cookies, recommendations based on algorithms

CHOICE AND CONTENT CREATION

- ➤ Details are important!
- ➤ The more detail you gather about your audience members, the more you can sculpt your messages for them.
- ➤ Studying audiences is about understanding people
 in the aggregate and individually, as new
 technologies begin to allow one-on-one interactive
 experiences in what has been most often a mass
 delivery channel.

AN EXAMPLE ...



EXAMPLE

➤ Teenagers have many options for social media. Imagine you are an app maker, targeting teens. What types of details would be important to know?

EXAMPLE: DETAILS

- ➤ Which social media platforms does your audience belong to?
- ➤ Where is your audience active on social media?
- ➤ When is your audience active on social media?
- ➤ Who does your audience engage with on social media?
- ➤ What content does your audience seek on social media?
- ➤ What information do they share on social media?
- ➤ What type of device (desktop, smartphone, tablet, other) do they use?

SO ...

How do you understand your audience?

How do you get the details?