



AUDIENCES

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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 many 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?