

Spelling list: GCSE Media Studies: Audience 1

Key words for GCSE Media Studies

active	An active audience engages with and responds to a media text.
passive	A passive audience observes and accepts a media text without questioning it.
mainstream	If something is mainstream , it means it attracts a wide-ranging audience.
niche	If something is niche , it means it attracts a specialist audience.
consumption	Consumption refers to how an audience uses a media text.
mode	The mode of address refers to how the media text speaks to its audience.
address	The mode of address refers to how the media text speaks to its audience.
positioning	Audience positioning refers to how the audience is positioned in relation to the text.
bias	A bias is a one-sided view of something.
preferred	Preferred reading refers to how the producer of the work would ideally like the audience to respond to it.
reading	Preferred reading refers to how the producer of the work would ideally like the audience to respond to it.
dominant	The dominant reading is how most members of the audience interpret the text.
oppositional	An oppositional reading is when the audience disagrees with the message of the text.
negotiated	A negotiated reading is a compromise between the dominant reading and the oppositional reading of a text.
segmentation	Segmentation refers to an audience that is divided.

primary **Primary** research is done by the researcher.

research Primary **research** is done by the researcher.

secondary **Secondary** research is when you consult research that has been done by someone else.