

## Spelling list: GCSE Media Studies: Audience 1

Key words for GCSE Media Studies

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