

Spelling list: GCSE Media Studies: Audience 1

Key words for GCSE Media Studies

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| 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. |

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| 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. |