

Spelling list: GCSE Media Studies: Audience 2

Key words for GCSE Media Studies

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| grouping | Grouping means splitting your audience into groups depending on the type of media you think they will consume. |
| targeting | Targeting your text to a specific group means aiming it at them. |
| aspirer | An aspirer wants to be better than they currently are. |
| explorer | An explorer is keen to experience new types of media. |
| struggler | A struggler may have a difficult life or earn a low income. |
| reformer | A reformer cares about the ethics of a text. |
| attitudes | The audiences' beliefs and values are called their attitudes . |
| demographic | A demographic is a particular section of society. |
| qualitative | Qualitative research is research that is not based on numerical data. |
| quantitative | Quantitative research is based on numerical data. |
| gratification | Gratification is the pleasure you feel from consuming media. |
| hierarchy | A hierarchy is a ranking based on importance. |
| identification | Identification refers to seeing something that relates to yourself or your life in a media text. |
| social | Social interaction refers to using media as a way of connecting with others. |
| interaction | Social interaction refers to using media as a way of connecting with others. |
| escapism | Escapism is using media to escape from your real life. |