

Spelling list: GCSE Media Studies: Audience 2

Key words for GCSE Media Studies

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.