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The Audience in Media and Communications

Some media texts aim to attract a broad audience, like Radio Times, while others are for niche audiences with a specific interest, such as the BBC Gardeners World magazine or Classic Land Rover.

How do media texts appeal to a target audience?

An engaging and original study of current research on television audiences and the concept of emotion ... this book is key reading for advanced undergraduates and postgraduates doing media studies, ...

Media Audiences

It's one thing to build a sizable following on your brand's social media channels. It's yet another,

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however, to create (and maintain) an emotional connection with each of them. Many have tried; most ...

3 Tried-And-True Ways To Build An Emotional Connection With Your Social Media Followers

"If we don't engage them now, the teens and tweens of today might not as adults of tomorrow value public media." ...

Study points to ways public media could build teen and tween audience and risks of not trying
Most of us have discovered a favorite moisturizer or learned a new makeup removal trick from social media at some point. And there's nothing wrong with that: These platforms have given a broader ...

9 Dermatologists Share the Social Media Skin-Care Trends That Haunt Them

Claudia Townsend, associate professor of marketing, and undergraduate student Jasmine Ortiz, a professional singer, songwriter, and social media personality explain the world of digital marketing.

Social media influencers have the power to sway audiences

A study by NTU Singapore has found that as the type of COVID-19 misinformation rectified by Singapore's mainstream news media evolved over the course of the pandemic, the role played by the media in ...

NTU Singapore study highlights media's important role in debunking COVID-19 misinformation

Once upon a time, journalists conceived of audiences in their own image. That is, members of the audience were seen as interested in matters of the polity at large. Moreover, they were content with ..

Audiences have revolted. Will newsrooms adapt?

It is imperative for us to understand today's state of the media so that we can better optimize our content and make sure we meet the needs of our audience. The consultation uncovered areas ...

How the National Association of REALTORS® Boosted Earned Media and Audience Engagement with a New Content Strategy

The benefits of law firm content marketing go far beyond social media likes and website traffic ... creating the right content for the right audience at the right time. Now that we've covered ...

12 Proven Tactics for Law Firm Content Marketing Success

The brands that had the highest ad recall scores in most of Nielsen's studies were in the automotive, financial services, CPG, retail, media and telecommunications categories, McKinnon said.

Cheat Sheet: Nielsen studies show "light" listeners make up nearly half of podcast audience

she wrote content and managed social media for the African American Studies program, giving her a chance to further connect with the program and its director, Kay Morgan, Ph.D. Recently, Latham ...

UAB grad and filmmaker reaching bigger audiences

With the ongoing lockdowns in APAC and audiences being homebound ... and platforms are clearly helping audio content in general to become more attractive to both listeners and marketers. "As with any ...

Podcast advertising develops in step with Asia's growing audiences

--(BUSINESS WIRE)--H Code, the leading multicultural digital media ... audience is the foundation of B Code's offering. The B Code Intelligence Center (BCIC) regularly surveys and studies ...

H Code Officially Introduces B Code, a New Digital Entity Focused on Driving Authentic Marketing for

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Black Audiences

Former TikTok employees say there is cause for concern when it comes to the popular social media app's Chinese parent ... or censorship to American audience, or to exercise influence over users ...

TikTok insiders say social media company is tightly controlled by Chinese parent ByteDance

"The Black media space is ... intent of the Black audience is the foundation of B Code's offering. The B Code Intelligence Center (BCIC) regularly surveys and studies a dedicated panel of ...

H Code Officially Introduces B Code, a New Digital Entity Focused on Driving Authentic Marketing for Black Audiences

Co-Founder & CEO of 4CONTROL Media, Inc. Meaningful, real-time insight into the attitudes and purchase intent of the Black audience is the foundation of B Code's offering. The B Code Intelligence ...

The second volume of a two-part, outcomes-based series in media studies. It includes theoretical approaches as well as a production section that focuses on basic techniques.

Addressing both theory and method, this reference teaches the two interconnected areas of media content and audience response. Introducing the main paradigms and research techniques in these fields, the discussion deals with wide range of topics. In regards to content studies, students are introduced to semiotics, textual analysis, narrative, argument, and film theory; for audience studies, they are introduced to questionnaires, field research, quantitative analysis, and psychological studies.

This handbook offers a comprehensive overview of the complexity and diversity of audience studies in the advent of digital media. Details the study of audiences and how it is changing in relation to digital media Recognizes and appreciates valuable traditional approaches and identifies how they can be applied to, and evolve with, the changing media world Offers diverse perspectives from which being an audience, theorizing audiences, researching audiences, and doing audience research are approached today Argues that the field works best by identifying particular 'audience problems' and applying the best theories and research methods available to solving them Includes contributions from some of the most outstanding international scholars in the field

Global Entertainment Media offers a unique perspective on entertainment media worldwide. As one of the first comprehensive books to address entertainment mass media worldwide, it addresses students as TV watchers and takes them to new places, both geographically and intellectually. Editor Anne Cooper-Chen has gathered an international group of scholars to explore such concepts as psychology, gratifications, and effects of media entertainment and its relation to national cultures, as well as to discuss the business of international TV trade by transnational media corporations. In this volume, experts discuss the content, audiences, and cultural and legal aspects of their respective countries, all of which are major TV markets. The country-specific chapters draw on the individual insights, expertise, and currency of 10 resident authors. Contributions represent every hemisphere of the globe, offering detailed examinations of media entertainment in United Kingdom, Germany, Egypt, Nigeria, South Africa, India, Japan, China, Brazil, and Mexico. The two concluding chapters provide cross-national case studies that look at familiar TV experiences--The Olympics and the "Who Wants to Be a Millionaire" show--in global and novel ways. Global Entertainment Media is intended for students in international media, comparative media, cross-cultural communication, and television studies, and it also has much to offer scholars and researchers in entertainment media.

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The only comprehensive training book on conducting research into all forms of media This book outlines all the methods for conducting research—both active and passive as well as quantitative and qualitative—in all forms of media, including new media such as the Internet, mobile phones and social media. It explains the ways in which media audiences are measured, understood and taken into account in media planning, advertising sales and social development campaigns. It shows how datasets are analysed and used. The statistical theories behind good quantitative research are explained in simple and accessible language. The book is intended for both media research scholars and practitioners.

Although many digital platforms continue to appropriate and reconfigure familiar forms of media experience, this is an environment which no longer consistently constructs an identifiable 'mass' audience in the terms understood by twentieth century audience researchers. The notion of 'audiencing' takes on different characteristics within a digital environment where platforms encourage users to upload, share and respond to content, while the platforms themselves monetise the digital traces of this activity. This environment demands new ways of thinking about audience and user engagement with media technologies, and raises significant questions on methods of conceiving and researching audience-users. This volume addresses ongoing debates in the field of audience research by exploring relevant conceptual and methodological issues concerning the systematic study of digital audiences. Drawing from work conducted by researchers based in Australia and New Zealand, the book uses theoretical frameworks and case study material which are of direct relevance to audience researchers globally.

Whether we are watching TV, surfing the Internet, listening to our iPods, or reading a novel, we all engage with media as an audience. Despite the widespread use of this term in our popular culture, the meaning of the "audience" is complex, and it has undergone significant historical shifts as new forms of mediated communication have developed from print, telegraphy, and radio to film, television, and the Internet. John L. Sullivan's second edition of *Media Audiences: Effects, Users, Institutions, and Power* explores the concept of media audiences from four broad perspectives: as "victims" of mass media, as market constructions & commodities, as users of media, and as producers & subcultures of mass media. The goal is for students to be able to think critically about the role and status of media audiences in contemporary society, reflecting on their relative power in relation to institutional media producers.

In this undergraduate text, Traudt (U. of Nevada, Las Vegas) uses the classic *The Early Window: Effects of Television in Children and Youth* as inspiration to examine the theories and applications of media effects research. His 15 chapters include summaries, references, activities and additional reading. Topics include quantitative research, health issues in media, advertising, the impact of television, stereotyping, the media's effect on children and education, music videos and video games, television news, and the effect of television on presidential politics. Annotation ©2004 Book News, Inc., Portland, OR (booknews.com).

This outcomes-based textbook provides comprehensive information on the makeup of media institutions, theories in media studies, and critical issues that face the media today. With this guide media students learn the history of the media and learn how to keep up with the latest trends and developments in broadcasting, printed press, and film. Outlined is how to develop an internal media policy with company mission statements, news, and programming policies. The relationship of the media to the economy, politics, and society and how the media represents race, gender, violence, and terrorism are also discussed.

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