



PAC UNIVERSITY

COM 405- AUDIENCE ANALYSIS

Instructions: QUESTION ONE is compulsory. Answer any THREE QUESTIONS thereafter ROYSAMBU CAMPUS ONLINE

QUESTION ONE

The moment persons become part of a media activity either as individuals or as a group they become audiences.

- a) With this knowledge, use examples to illustrate THREE audience analysis parameters (6 marks)
- b) To understand audiences as individuals or members of groups, your knowledge must be grounded in theories. Use grounded examples to examine any one of the following theories. (4 marks)
 - i. Spiral of silence
 - ii. Two Step Flow theory of communication
 - iii. Social cognitive Theory

QUESTION TWO

The term “CULTURE” features prominently in the study of audiences. Audiences are a people, and a people subscribe to culture.

- a) Using examples within your context, demonstrate your understanding of the term culture. (4 marks)
- b) Audiences, communication and culture are all termed as change agents. This means they all change as well. Use examples to inspect any SIX agents of culture change. (6 marks)

QUESTION THREE

- a) If people become audience due to a media event. Discuss your understanding of the term MEDIA and MEDIA EVENT in relation to audiences. (1 mark)
- b) The plurality of media indicates that, for the purposes of studies, media can be fragmented. Debate the following fragmentation of the media:
 - i. Intra-Media
 - ii. Inter-Media
 - iii. Trans-Media

QUESTION FOUR

- a) Discuss the concept of participative culture as an emerging trend in audience analysis. (5 marks)
- b) Use examples to examine any TWO qualitative data collection methods for audience analysis. (5 marks)

QUESTION FIVE

The media employs social class to analyse audience access to media products. Using hypothetical examples, construct media outlook of audiences as defined using any FIVE social class variables (10 marks)