



COM 405- AUDIENCE ANALYSIS

Read the Instructions carefully before you answer the questions: QUESTION ONE is compulsory.
Answer any THREE QUESTIONS thereafter OYSAMBU ONLINE

QUESTION ONE

- A) Use an example within your context to describe the term participative culture. (1 mark)
- B) PAC University is in the process of dayparting its programming for its community radio and television station. As part of the process. The university is cognisant of the cross medality nature of its audiences. Discuss the THREE parameters of audience cross medality PAC University will use, citing their relevance in the analysis. (9 Marks)

QUESTION TWO

- A) Use examples to discuss the TWO categories of groups in audience analysis. (4 mark)
- B) Group phenomena is instrumental in audience analysis. As part of your study on dayparting of PAC University community media you have to be cognisant of this aspect of audiences as members of groups. Use examples to construct the THREE types of groups and how they would influence your programming. (6 marks)

QUESTION THREE

People become audiences the moment they subscribe to a media activity either as groups or as individuals.

- a) Using this knowledge, illustrate THREE audience analysis parameters (6 marks)
- b) To understand audiences, your knowledge must be grounded in theories. Use 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 FOUR

- a) You have been invited to be a keynote speaker at your friend's graduation party, describe any FIVE contextual analysis you would subscribe assess and their relevance to your audiences. (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)