



PAN AFRICANCHRISTIAN UNIVERSITY

DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS

COURSE CODE: COM405

COURSE TITLE: AUDIENCE ANALYSIS

Instructions: Section A is compulsory. Attempt any other three Questions in Section B

SECTION A (COMPULSORY)

1. Scholars define the audience using the following discourses. Using examples, explain each of them.
 - I) As medium audience (2.5marks)
 - II) As gratification set (2.5marks)
 - III) As a social group (2.5marks)
 - IV) As content audience (2.5marks)

SECTION B: Attempt any other three Questions

2. Explain **FIVE** media-centered goals in audience analysis. (10marks)
3. Discuss with relevant examples **FIVE** ways you would source data for audience analysis purposes. (10marks)
4. Discuss **FIVE** ways of conducting audience analysis research. (10marks)
5. Audience researchers have indicated that users will select media content that they like and avoid what they don't like. Using relevant examples, illustrate the **FIVE** media choice that audiences engage in when consuming media content. (10marks)