

TEXT Although we usually associate this word with something that is printed or written, in media studies the term is used to refer to all media products. This can include television programmes and/or adverts, photographs, films either on video or in the cinema, newspaper articles (or the newspapers themselves), radio programmes and/or jingles, billboards, video games or web pages.

ACTIVITY ...

Make a list of all the ways in which you are part of 'an audience'. Go through your list and for each occasion where you are part of an audience think about the setting, other activities that you might be doing at the same time, your companions at the time (if any) and any other factors that you think might be important. Can you identify any particular trends or patterns that might be significant or might influence your patterns of consumption?

Using the list above, consider the different types of text that you consume.

- Are they local or national?
- Who else might be consuming these texts at the same time as you?
- Again, are there any particular patterns or trends that you can identify?

Now carry out a more detailed survey of other people's patterns of consumption. You can design your own questionnaire or you might find the worksheet below of some help in deciding the sort of questions you might ask.

WORKSHEET ...

WORKSHEET TO DETERMINE MEDIA CONSUMPTION PATTERNS

Newspapers:

- Which daily newspapers (if any) do they read?
- What sections of newspapers do they turn to first, and why?
- What sections do they never read, and why?
- What kinds of stories do they usually read and why?
- Do they, or someone else, buy the newspaper they read?

Magazines:

- What magazines (if any) do they buy regularly? Why?