**Creative Digital Media Production Unit 1: Lesson 4**

What does media consumption mean?

Media consumption is the sum of media taken in by an individual or group. It includes activities such as interacting with new media (websites, apps etc.), reading books and magazines, watching television and film, and listening to the radio.

What do you think the difference between group and individual consumption is?

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| --- | --- |
| Group | Individual |
|  |  |

Tutor definitions

|  |  |
| --- | --- |
| Group | Individual |
| Media that is consumed by a group of people at once. | Media that is consumed by one person on their own. |

Make a list of some products that are consumed by groups and some that are consumed by individuals.

|  |  |
| --- | --- |
| Group | Individual |
| * TV & Film
* Listening to the radio/music
* Apps
* Multi-player game
 | * Reading books
* Websites
* Single player game
 |

What is a primary audience?

The primary audience is the ‘main body’ of consumers – the average. They are also known as the target audience.

What is a secondary audience?

Secondary audience are consumers who fall outside the primary target audience, but make up a large enough percentage of the audience to affect production.

With this in mind, have a think about who the primary and secondary audiences would be for Sesame Street?

|  |  |
| --- | --- |
| Primary | Secondary |
| Children | Parents |

List some opinion leaders.

* Family
* Friends
* Teachers
* Authors
* Presenters
* Celebrities

What are the four areas of the Uses and Gratification theory?

|  |  |
| --- | --- |
| Entertainment & Diversion | Information & Education (Surveillance) |
| Social Interaction | Personal Identity |

Can you think of/list products or platforms that use for each of the different uses or gratification areas? Remember some products/platforms may fall into more than one area.

|  |  |
| --- | --- |
| Entertainment & Diversion | Information & Education |
| * Blockbuster movies, books (The Hobbit)
 | * Radio programs, documentaries (World War Two)
 |
| Social Interaction | Personal Identity |
| * Facebook, YouTube
 | * TV programmes (EastEnders)
 |

**Photoshop Task**

Create a poster using Photoshop explaining one of the following theories...

* Hypodermic Needle Theory
* Opinion Leader Theory
* Uses and Gratification Theory

Please complete for Homework and upload to Weebly site.