

## AUDIENCES & ADVERTISING

The readings in this unit address mass media's primary duty, which is to deliver audiences to advertisers. Write a short essay about one or more of the ideas discussed in the articles, concentrating on the James Twitchell's *Adcult* piece. A few suggestions: How does TV's role as a marketing medium intersect with its entertainment function? What are some of the ways TV (and/or magazines, newspapers, websites) try to reach different audiences and get their attention? Do the messages change, depending on the audience? How do certain programs or magazines appeal to some audiences while excluding others? Try to come up with specific examples of strategies you've noticed.

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