Name(s)

Date:

Block:

**Target Audiences**

|  |  |  |
| --- | --- | --- |
| 1. Who is the “target audience” of this movie? Why do you think this is the target audience? | | http://ia.media-imdb.com/images/M/MV5BMTQ2NzUxMTAxN15BMl5BanBnXkFtZTcwMzEyMTIwMg@@._V1._SY317_.jpg |
| 1. Who is the “target audience” is this magazine? 2. What type of advertisement would you expect to find in this magazine? | | http://gossipteen.com/wp-content/uploads/2010/11/Taylor-Swift-Seventeen-cover-December-2010.jpg |
| 1. Who is the “target audience” is this magazine? 2. What type of advertisement would you expect to find in this magazine? | http://www.capsulecomputers.com.au/wp-content/uploads/ps-magazine-cover.jpg |
| 1. Who is the “target audience” of this magazine? Why do you think this is the target audience? What are some of the clues? | http://www.blogcdn.com/www.joystiq.com/media/2008/01/girlgamer99.jpg  \*The title and the Nintendo DS are pink \* |
| 7)  Who/what is the “target audience” of this advertisement?  Why do you think this is the target audience? | |  |
| 8) What time of day would expect commercials for toys to air on TV?  9) What time of day would you expect commercials for expensive luxury items like jewellery, high-end electronics and cars? | | |
| 10)  Who is the “target audience” of this movie? Why do you think this is the target audience? | | http://www.impawards.com/2011/posters/ides_of_march.jpg |
| 11) Based on this advertisement what is the target audience of Mac users? How are PC users depicted? | | http://upload.wikimedia.org/wikipedia/en/a/ab/Imamacimapc.jpg |