

# Media Knowledge Organiser

## Unit: 1 Exploring Media Products



**SANDHILL VIEW**  
ASPIRE · ACHIEVE · ENJOY

<p>Research into your chosen Brand/Company - Summarise them, how did they start, what are they famous for</p>	<p>A relevant media example from each Media Sector for your chosen company (Publishing, Audio/Moving Image, Interactive)</p>
<p>Target Audience for the Brand - Mass/Niche, Gender, Age, Location, Race (this could be different depending on the media type)</p>	<p>Secondary Audience – is there one</p>
<p>VALs Groups &amp; Socio Economic Status (ABC1 – How much they earn, how educated they are, what job they might have)</p>	<p>Gratification Theory</p>
<p>Purpose of the Media (profit, awareness etc)</p>	<p>Remember, in Media we always give a reason for the points we make. Why? Why? Why?</p>