**WATER AID (2016) – AUDIENCE**

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Who is the main target audience for this charity advert? This is an interesting question which divides opinion amongst critics and academics. Some feel that charity ads are deliberately constructed to play on the liberal guilt felt by western audiences – e.g. images of the developing world allow audiences to consider their own privileged circumstances, thus encouraging them to donate money to those less fortunate. (Read *The Guardian* article [*Emotive Charity Advertising – Has the Public Had Enough?*](https://www.theguardian.com/voluntary-sector-network/2014/sep/29/poverty-porn-charity-adverts-emotional-fundraising)*)*). For some audiences, *Water Aid* acts as an **opinion leader** for the target audience who would assume that the information and statistics used in the advert (e.g. “650 million people…”) are true.

In September 2017, *Rain for Good* had been viewed over ­60,000 times on *Water Aid’s* YouTube channel. The core audience for the YouTube platform is 25-44 (source - [digiday.com](https://digiday.com/media/demographics-youtube-5-charts/)) – an audience for whom technology has played an important part in their working and social lives. Advertisers see YouTube as an important **exhibition window** that attracts younger audiences who obtain much of their information online.

**TASK 1**

**Watch the advert again and note down how the advert has been constructed to appeal to a technologically literate audience.**

**Think about the choice of soundtrack; which audiences may find this appealing and why?**

**Now consider the advert’s main protagonist. Which audiences may personally identify with this character?**

**Complete the table below to identify the target audience**

|  |  |  |  |
| --- | --- | --- | --- |
| **Demographics** | **Category** | **Answer** | **Examples from the text, supporting you points.**  |
| **Gender** |  |  |
| **Ethnicity**  |  |  |
| **Age**  |  |  |
| **Socio-economic segmentation**  |  |  |
| **Psychographic** | **Cross Cultural Consumer Characteristics (4C’s)** |  |  |

**TASK 2**Create a **poster** either **hand drawn**, on **Publisher** or at [**www.visme.co/**](http://www.visme.co/) (*use Chrome*) applying audience theories

|  |  |  |
| --- | --- | --- |
| **Albert Bandura: Effects models** | **George Gerbner: Cultivation Theory** | **Stuart Hall: Reception Analysis** |
| According to Bandura what impact may advertising have on audiences?How may a passive audience ‘read’ this advert?What should a passive audience do in response to the advert? | What messages/ideas are WaterAid trying to cultivate within this advert? How is that different to the majority of charity adverts?What impact do conventional charity adverts have on our understanding of the world?How is WaterAid try to change this? Can it be successful in doing considering the repetition of the message we have had from previous charity adverts going back as far as the 1980s? | What is the dominant/preferred reading of the advert?What techniques have been used to encourage a dominant reading? What might a negotiated reading be? Why might an audience have this response?What might an oppositional reading be? Why might an audience have this response? |