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English 106

26 April 2016

Audience Analysis

The target audience is parents who have children under 13. According to *U.S. Census Bureau*, the mean age of a woman when she first gave birth was 26.3 in 2014, the average age men become fathers was 29. Therefore, the age of my target audience is between 25 to 45. Parents aged between 25 to 45 are prime working-age adults with high education level, they spend most of their time working because they need to support family. Meanwhile, they also spend time looking after their children because children under 13 are too young to take care of themselves.

The audience care about their children and they value their parenthood time with their children. They want their children grow up happily and healthily, therefore, they try their best to create good environment for them to grow and protect them from any bad influence. It is very necessary because children under 13 are developing their habit and character for the future. However, children under 13 are vulnerable because they have not established the comprehensive way to distinguish good and wrong. Thus, their parents need to guide them and help them make a correct judgment.

However, some parents are not aware of the significance of children’s mental health, or in other words, they do not pay attention to some factors which may cause some trouble on children’s mental health. As the increasing exposure of children under 13 to various types of media, the media make huge impact on children in their life and children basically learn the world from them. Therefore, parents should pay attention to what children are exactly watching. Luckily, Motion Picture Association of America's (MPAA) has a film-rating system in order to rate a film's suitability for certain audiences, based on its content. The primary purpose of the rating is to protect children from unsuitable content, so when there is a PG-13, it means that parents should be strongly cautioned, because some material may be inappropriate for children under 13.

According to my observation, some parents do not take the rating system seriously. I have several time finding that there were teenagers watching the PG-13 horror film by themselves in the theater. Moreover, some parents brought their 8-year-old child to watch PG-13 horror film with them, however, the film was so scary that the child cried during the whole film. There are many researches showing that adults can easily recall their scariest memory in their childhood time and most of them are happened before 13.

In order to inform parents of the harm of letting their children watch PG-13 horror film by themselves, I choose to use a commercial to appeal for my audience’s attention. I can assume that my audience watch horror films, therefore, they may be easily conveyed by the video form and they may find the content alluring. For people aged 25-45, digital is by far the most overriding medium. Therefore, a video package will clearly reach target audience. The commercial I create will be run during the late time on TV - it will be shown before and in the middle of the movie program. Moreover, the commercial can be seen in the cinema before the movie start. Additionally, it can be shown at YouTube as a “In Stream Video” which is played before, during or after streamed video content and it can not be stopped or fast forwarded. Also, the commercial can be seen on Netflix and Amazon because they have a lot of movie content and series which are luring parents to subscribe.