Paper 1 Question 4 will always ask you questions regarding audiences and why they use certain set texts.

* The Sun Website
* Pokemon Go!
* The Archers

**What the question will look like**

***Audiences***

4. (a) Which game developer created *Pokemon Go!?*

4. (b) Identify **one** audience for *Pokemon Go!*

4. (c) Explain **two** ways in which *The Archers* is aimed at **the audience you have identified.**

4. (d) Explain why audiences play *Pokemon Go!.* Refer to the Uses and Gratifications theory in your response.

**Guidance**

4a – You need to be specific with who creates the product in question. E.G. For The Archers, the following responses are not valid – radio 4, BBC, BBC 4.

4b – Just say one audience that could use the product. No need to elaborate or give reasons why.

4c – Make sure that the reasons for using the text in question relates specifically to the audience you identified in question 4b!

4d – You must give new reasons for using the text. Make sure that you provide either specific evidence or specific facts regarding the text. You must also relate the evidence/facts to the uses and gratifications theory.

**The Uses and Gratifications Theory**