**Audience – Differential Decoding**

It is important to remember that there will be other people who will interpret the same text in a completely different way. This is called differential decoding,

To do this you have to think about the same ways of dividing up an audience as with identifying your target audience. Then you have to think about what would happen if one or more of the areas were different. How would the audience react?

Example A:

A male audience might react positively to the physically appealing female portrayed in the advert.

A female audience might react negatively to the overly sexualise appearance of the female shown in the advert.

The information and techniques used are exactly the same, but the needs and wants of the audience mean that the reaction to the text changes from a positive one to a negative one.

Example B:

A Christian audience might find the suggestion that Christmas is synonymous with quality appealing.

A Jewish audience might react negatively to the suggestion that Jewish people are cheap and/or frugal offensive.

By using the binary opposition between Christmas and Hanukkah (Christianity and Judaism) and the common stereotype of Jewish people, the advert will elicit a possibly humorous or possibly offensive response.

Task

Look at the adverts below and think about how different audiences will respond differently to the same text. To complete this task you will need to:

* Identify the target audience
* Explain what has been included to appeal to that audience
* Identify an audience that differs from the target audience
* Explain how they would react differently and why.



