**The Archers: Audience**

**Demographics**

Today’s audience for The Archers is mainly the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ group of white \_\_\_\_\_\_\_\_\_\_\_aged 40+. Their TEA is generally \_\_\_\_\_ and they fit into the \_\_\_\_\_\_\_ social grade.

*Women ABC1 21+ demographic*

**Psychographics**

Using Young & \_\_\_\_\_\_\_\_\_\_\_\_\_\_ audience theory, the target audience are succeeders and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. They like the \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and relaxed atmosphere of the show.

*Familiar Rubicam’s Mainstreamers*

**Uses & Gratifications**

Using the Uses & \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ theory the audience would listen to the show for fun and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ . The storylines are often humorous and the characters are familiar. People would enjoy the rural \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ year being followed. For example: scenes in the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ shed in Spring and at a village fete or \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ match in the summer.

Another gratification, or reward, would be one of personal \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. There are a large number of strong female characters to reflect the audience and even though there is some \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ in the cast, the majority of characters fit into a traditional white, British social system. This reflects the concerns and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of the listening audience.

Another gratification would be social \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. There are a large number of ways to react and \_\_\_\_\_\_\_\_\_\_\_\_\_\_ with the show: through social \_\_\_\_\_\_\_\_\_\_\_\_\_ and the website. The show often trends on \_\_\_\_\_\_\_\_\_\_\_\_\_ during the Sunday \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ edition: showing a link between the listeners of the show and twitters demographic. In addition the shows \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ page is popular and people \_\_\_\_\_\_\_\_\_\_\_ stories and comment.

*Calendar diversity share Gratifications omnibus*

*interact media identity Facebook twitter*

*entertainment lambing cricket values interaction*

**CASE STUDY**

The Archers prides itself on not following the melodramatic and sensational storylines of tv soap operas, such as \_\_\_\_\_\_\_\_\_\_\_\_\_\_ and Coronation Street. But in \_\_\_\_\_\_\_\_\_\_ The Archers writers introduced a story that would challenge its listeners: the story of Helen and Rob

Rob was a smooth-talking, middle-class Englishman who needed to control every detail of his wife Helen’s life – what she wore and ate, who she saw and where she went. He made her doubt her own sanity, a type of abuse known as \_\_\_\_\_\_\_\_\_\_\_\_\_. On Sunday April 3, in an attempt to defend herself and her son Henry; Helen apparently inflicted multiple \_\_\_\_\_\_\_\_\_wounds on her husband Rob.

The intensity of Rob’s abuse of Helen built up slowly, over months, in the short bursts of the 12-minute drama. The show lost \_\_\_\_\_\_\_\_\_\_\_ of its traditional audience during the storyline, but gained new followers to replace them. Listeners were inspired to donate more than \_\_\_\_\_\_\_\_\_ to domestic violence charity \_\_\_\_\_\_\_\_\_ for the sake of all the “real-life Helens” out there.

*Refuge Gaslighting EastEnders 3.3%*

*£100k stab 2016*

**Questions:**

Why do you think so many people disliked the Rob & Helen plot line?

Why do you think other people welcomed the story?

How does the Rob & Helen storyline fit into the remit of the BBC?