



What does it mean to say the audience is "active"?: Active Audiences

Joyce Ho

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Seminar paper from the year 2011 in the subject Communications - Interpersonal Communication, grade: A, , language: English, abstract: People receive messages mainly from a large variety of medias, as audiences they are consuming their service through media appliances. According to Fischoff, people will consume, including buy, rend lease or steal media for two reasons, which is to be informed and to be entertained . As the general education level increases, audiences have more expectation on what media can offer them, there will not only be one-way communication from media to audiences, the action audiences would like to voice back and influence media are named “active audiences.” Traudt suggested that, audiences nowadays are more unique and they will bring a personal set of scale and filters to experience the media. And this scale and filets are based on audiences’ prior life experiences .

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