

Your Study about Target Audiences:



- 1) What is meant by a target audience?
- 2) Why is it important to be aware of your target audience when you begin to research your idea?
Give a full and detailed answer. This may not be 'just' about dance. You could refer to the reasons films carry certificates for particular age groups (e.g. 12A, 15). What could the problems be if a performance is not appropriate for its audience?
- 3) How can your target audience influence the way you develop a dance?
- 4) What audience do you think would enjoy your 'myths and legends' dance the most? Give full reasons why.
- 5) Give at least five reasons why your dance would be appropriate for the audience, referring to moments in your choreography to support your answer.
- 6) Give at least two comments about how you might change or add to your work to make sure it is definitely appropriate.

How will I get high marks?

Write in lots of detail. Think about challenging the audience, entertaining them, exciting them or making them curious.

Use the internet to research 'target audiences'. Remember to credit websites if you quote from them.

Use your own experiences of watching performances and finding them hard to follow or inappropriate, or that you particularly enjoyed.