



Media industries and audiences

Set product: *The Sun* complete edition and selected webpages.

Media industries	Audiences
<p>Media industries are shaped by production, personnel, and evolving technologies.</p> <p>Advances in digital tools have changed how newspapers are produced and distributed, with many now accessible via websites, smartphones, and laptops.</p> <p>Funding comes from advertising and cover prices, but the rise of digital media has led to falling print sales, forcing newspapers to find new income sources.</p> <p>Ownership also plays a key role, News UK, for example, is owned by the global conglomerate News Corp, showing vertical integration and diversification across platforms.</p> <p>Media industries are driven by profit and often aim for global reach.</p> <p>In the UK, regulation by bodies like IPSO ensures newspapers follow ethical standards and respond to public complaints.</p>	<p>Newspapers target large, mass audiences using media language and values that appeal to broad groups.</p> <p>Marketing strategies and digital platforms help reach different demographics (age, gender, class) and psychographics (lifestyle, beliefs).</p> <p>Technology allows newspapers to engage younger audiences through apps, social media, and interactive content. Audiences are no longer passive, they are active, engaging through comments, shares, and feedback.</p> <p>The Uses and Gratifications theory explains why people consume media: for information, personal identity, entertainment, or social interaction.</p> <p>Audiences may also interpret content differently, depending on background and beliefs, meaning that intended meanings may not always be understood the same way.</p>