Chapter 1

Introduction

1.1 Introduction
Audience satisfaction is ambition of content producer or creator of any type of media product to bring audience in a state of emotional wellbeing through consumption of content. For audience, satisfaction indicates their sense of getting fulfilled with a media product. Media production has tried in many ways to accomplish this wellbeing of the audience. However, communication satisfaction of audience is so far tried to be achieved in intuitive manner mostly.

With increasing competition in audience and advertising market, media organizations are compelled to search for surer ways of satisfying audience. So far, very few works have thrown light on this problem. The search for systematic methods for communication satisfaction has taken the researcher to look into those works (presented in literature review). Taking cue from the proposal in one of those studies, a method has been tried to be developed for attaining the goal of creator-audience matchmaking so that media organizations are able to succeed on their strength of audience understanding.

1.2 Conceptual Framework
The method development to ensure audience centric content for satisfactory media product consumption and experience worked within the limit of terms defined in next segment (1.3).
Audience are not only a collective group, they represent their choices, desires and demand as individuals too. To generate communication satisfaction, creator needs to understand determinants of satisfaction. So far, this understanding has been based on individual creator’s perception about audience. Present research is based on testing such perception about determinants against audience need, demand and likings to arrive at general understanding of the same and its application in media product development.

Communication satisfaction is favorable emotional disposition of a receiver arising out of transaction of message in communication. With transaction of message receiver’s earlier disposition may change. If resultant reaction tends to be favorable, the receiver is considered satisfied with respect to message. If not, transaction is dissatisfactory. If the transaction crosses the past experience of the receiver, and infuses him or her with feeling of unexpected satisfaction, s/he has delight.

Communication satisfaction is crucial to understand any media product’s effectiveness. The media product effectiveness depends on the message creation (including its presentation) based on the audience’s various need fulfillment such as information need, entertainment need, cultural need, motivational need etc.

Discovering clues to communication satisfaction from media experience is a key factor for MOs to increase their market share. This may advance MO strategy for product diversification, reaching out to new target audience or business expansion from local to global (Regional-National-Global).
1.3 **Communication Satisfaction:**

1.3.1 **Audience**

Audience is the group of people who watch, read or listen to the media activity. Audience may be literate or illiterate. In case of TV/Radio audience does not need basic literacy to read or write. But user of print media and new media needs basic literacy. Without the same the accessibility of content is impossible.

1.3.2 **Reader**

For this study, reader has been considered representing audience. Reader is any literate person, who is able to read in one or more languages and able to interpret the meaning of the message and assimilate it to his/her previous knowing. For newspaper (including magazine), reader is one who is habituated to read print media product according to its periodicity.

Readers are not passive. They are creative, active, rational consumers of the experienced and credence goods (the media product). They can be targeted by offering content satisfying their personal and social set of needs. Most of the readers have multiple media exposure, which make them critical about credentials of media content too.

**Creative Reader**

Audience has the capacity to understand the meaning of message and modify it according to their own cultural set up. “A well-established stream of research, particularly in the psychology of communication, shows the capacity of people to modify the signified of the message they receive by interpreting them according to their own cultural frames, and by mixing the message from one particular source with their variegated range of communicative practices (Neuman, 1991).” Thus,
Umberto Eco, in a seminal text with the suggestive title “Does the audience have bad effects on television? Eco (1994), emphasizes the capacity of people at large to add their own codes and sub codes to the codes of the sender that constitute the signifiers of the message.”

**Active Reader**

To be active in the consumption and creation process of any media product, reader has many roles as citizen, civic participant, and user generated content creators. With the emergence of new media they are highly motivated to digital pull media than the traditional push media. With the expanding access of new media, they have got the opportunity to compose their own communication diet from the menu of different levels of experience of their own lives and surroundings. According to a study on tabloid news content in UK and Sweden “in present environment of new media development, users are highly empowered to create popular culture oriented content which is personal and everyday life-oriented content. Sometimes they are not interested in other user’s contributions” (Ornebring, 2008:783). Readers, as a huge number of them are experiencing new media, are naturally more active and demanding.

**Reader as Target**

Purpose of communication is to send signals or messages over time to the receiver for controlling and influencing the receiver with some intention. Here readers are the target. In this way the reader as receiver is perceived by the creator or sender for the purposeful transfer of their content.
**Reader as participant**

For increasing the commonality between sender and receiver, it is important to define the communication process as sharing and participation among the members (Carey, 1975). Here the changer role of sender is not that much important as the sharing. In this model communication is not instrumental or utilitarian, here the audience are participants, personally or morally committed in one way or another.

**Reader as Rational Consumers**

Here the readers are the same set of customers who participate in any other consumer market. They look for suitable products, value for money, standard for reliability and quality.

In media choice model, Palmgreen and Rayburn (1995) mentioned the process of media product selection by audience on the basis of their some expected satisfaction. They respond according to that experience. From the past experience of product consumption, consumers also express clear and stable expectations to be derived from the newly developed product. When expectations are fulfilled they learn and develop product and brand loyalties.

**1.3.3 Creator**

Whether one is a news reporter, public relations executive, creator of advertisements, political campaign director or feature writer- the main purpose is to achieve certain
effects on target group. As content creator, the intended aim for creation is to compel reader to read the story and comprehend the same. In case of creator of an advertisement, the intended aim is to change the attitude of reader towards the particular product and purchase.

There are many roles played by creator. It may be re-inforcer role, change agent role or casual role. Here the role of creator is to influence or motivate the thinking and behavior of the reader in creator-audience relationship or simply supporting their ways or stance.

1.3.4 Content
Shoemaker and Reeves (1996) defined content as the quantitative and qualitative range of verbal and visual information distributed by the mass media. Content is simply defined as the messages that the audience actually has the potential to see, hear, read or click onto—the messages that are given exposure by a mass media organization that the audience has the opportunity to retrieve.

Creation
A whole array of related information is core of story (structured and formatted complete message) for creating communication satisfaction. The readers search similarity to identify themselves with the creation. Identification may be with the same situation which they have experienced in their life. From this identification they get the opportunity to release their extra emotion or get assurance of not being alone.
The readers search information which would help them solve problems such as overcoming anxiety. They also aspire for deriving joy and pleasure from reading and graphics.

There may be many more satisfactions that the creation process should consider such as igniting imagination.

To create intense identification with the readers’ feeling and emotion, the creator should be able to visualize himself/herself in situation of the reader. Creation, through stages then, would be able to draw on such information, create such structure, chose such format and condition message as per socio-cultural reality of the reader.

**Consumption**

Consumption is the utilitarian aim of the content creation. Every content has its end users, who consume the product for their various requirements. Any content receives its utility value after the consumption experience by users. In media product consumption who attends to which media, for how long, and in which combinations and sequences (Jensen, K.B. 2012) is important. The time and money spent by different socio-demographic groups on different media and genres are based on various needs and interests. According to political economist Dallas (1997), primary product of media is not content, it is audiences. Audiences pay attention to the media content above and beyond the money to gain the cultural experience. This attention transform into consumption for Media organization.
Satisfaction

Satisfaction refers to the degree of positive mental disposition on consumption. This positive effect is connected with satisfaction sought and satisfaction obtained of the creation from any consumption experience of product and service. Satisfaction from media product entails capturing conscious and familiar aspect of media use, which is drawn from pleasurable experience and relevant information. Here the expected return on audience by creator refers to the satisfaction elements sought in media product. With this expected return on audience, resultant is satisfaction obtained.

1.3.5 Mind

Communication happens by activating minds to share meaning. The mind is a process of creation and manipulation of mental images in the brain (Castells M. 2009).

Audience mind

Role of audience mind is to receive stimulus i.e. required information and idea from the media product. Here function of audience mind is consumption according to different needs.

Creator mind

Role of creator mind is to stimulate creation of the media product. Creation process include information collection, processing, communication package creation, lay out
designing and finally to say the words to audience in form of packaged content. The responsibility of creators’ mind is high, here the creator play many roles to influence the audience mind.

**Emotion, Cognition, and Content**

Media content cognition has been a key factor in the evolution of mankind, helping to foster co-operation and collective decision-making in the quest toward survival and well-being (Castells, 2009). For understanding the appeal of content for the audience, emotion and cognition play crucial roles. Emotions are central to the issues of human survival and adaptation, playing role in the creative process of the mind. Specific kind of emotion is a particular set of neural processes that give rise to a particular expressive behavior of feelings. The emotional appeals and rational choices are complementary mechanisms whose interaction and relative weight in the process of decision making depend on the context of the process (Neuman et al., 2007). Media creation and consumption depend on interaction between emotion and intelligence (expressed in rational choice).

**Framework of mind power**

The framework of information processing related to the content and format of the message (patterns of neural network) which are in the mind are activated by message generated in the realm of communication. Here the particular relevance of the mind power in communication is to understand how stories are produced in the media and how these stories are selected and interpreted by the people.
1.3.6 Identifying reader Preferences

The taste, liking and interest of the reader are derived observing fine distinctions of personal conduct which is considered as preferences of individual reader. This is sometimes very hard to put into words. For print it is not generally required that the audience articulate media choice. As the media performs across the surrounding of social and cultural back ground of reader, creators think that they would normally understand the preference. If it has been so, why not success of any newspaper is sure to happen?

Individual preferences and tastes vary with the different stages of development too. According to Himmelweit and Swift (1976), individual media tastes are often very enduring, once they have been formed in childhood and youth. The appeal of certain genres of media content cut across the many differences of social and cultural back ground, and distribution of such preferences also varies in broadly and predictable ways.

For this research, such preferences are obtained from readers and then tasted for those preferences’ presence in creators’ perception about readers.

1.3.7 Audience Composition through Genre.

Genre is the French translation of the Latin genus, a word which originally refers to phenomena which resemble each other due to their common source or other close mutual relations (P. Larsen, 2012). Genus means origin. But more generally it refers to kind, sort or class. In case of literature and entertainment the genre is used as group of texts which are connected by a number of common characteristics.
Genre frames audience expectations, from a set of assumptions and anticipate that these will somehow be met in media experience. Genre thus operates as ‘an important means of communicating information about the prospective audiences.

1.4 Statement of the problem

In print media product consumption, all products are not able to create satisfaction in readers’ mind. The purpose of the creation is very much important to predict the effect of created products. Readers are many ways connected with the media product to fulfill their needs, but most of the media products are created from the perspective of profit making and from creators’ perspective about audience. Hardly audience has the opportunity to add value to the product according to their interest.

Now time has come for MOs of traditional media to compete with the new media. New media are providing more and more facilities to the audience for participation.

Apparently, it seems that print media is losing its importance in market. But from the readers’ utility of experiencing the same for long hours and having the same as reference makes newspapers more relevant in Indian context. However it needs some changes to adapt with multiple media savoring audience. They should be able to trap that kind of readers who are having affinity for the print media and whose preferences can be served by the newspaper. This challenge needs a different approach of response from media organizations based on empirically proven and psychologically sound mechanism for ensuring creator-audience matchmaking. Such match-making needs to get reflected in media product for success in market.
1.5 Aim and Objectives

Aim:
To explore Creator and Audience match making possibilities in print media content.

Objectives:
1. To find out need of audience to be served by print media.
2. To explore possibilities of Media Product Communication Professionals (MPCPs) preparedness with regard to satisfying the needs.
3. To explore ways of establishing the MPCP- audience match making with editorial content of media.

1.8 Scope of the study

This study has the goal of developing a method for providing readers satisfaction from communication experience of magazine content consumption. The method development undertaken would be expected to open a systematic approach to bring down uncertainty of performance of a media product. Though the approach may offer improved ways for product development and marketing in media sector for certainty of communication and economic performance.