**How media companies create content for specific audiences**

Media companies have a large responsibility when it comes to creating content for specific audiences. Different genders, ages, races, sexuality and social classes (not limited to) will all find different content appealing. For example, men who are into fitness and exercise will be attracted to *Men’s Fitness* whereas women in fitness will be more attracted to *Women’s Fitness.* Both magazines use plain white backgrounds, featuring a model for that specific issue but the men’s issue features blues and reds whereas the women’s uses pinks and yellows (stereotyping colours to gender is a common practice despite controversy). Magazines are only one form of media but one that companies must work vigorously to appeal to its target audience.

When it comes to film, it is a little easier to create audience specific content because the biggest thing film companies want to see is a profit. This means that expanding its reach to another audience is unlikely, so production companies will aim their products at overall fans of the specific genre; horror, action, comedy, thriller etc. Films like *Transformers* and *Pacific Rim* are big budget action sci-fi films specifically aimed at a mass audience of people who are more likely to watch action, sci-fi films which according to the IMDB ratings-breakdown were Males between 18-29, whereas *Nymphomaniac* and *Only God Forgives* are smaller budget art-house films with the aim of telling a story against experimental filming and directed at a niche audience. Art-house films are not overly made to make a profit but instead to experiment with film itself.

The audience also has the power to change a film before it is finally released. For example, *Final Destination* played to a small select group of individuals before release. After the film the audience was given a questionnaire about the film and their response caused the filmmakers to go and re-shoot the ending because the audience did not like it. This also involved removing a romantic subplot and a sex scene earlier in the film. This is a good example of the production company listening to the audience and responding to their responses.

There have been examples of when companies haven’t listened to their audience and it has affected the final product; for example the recent *Fifty Shades of Grey* sacrificed an NC-17 rating for a more commercial R rating, meaning that the graphic and infamous sex scenes had to be watered down and some removed entirely, causing some backlash from fans. This example shows how a company is making products for the sole purpose of raking in a profit and sacrificing content just so the largest audience possible will see it.