

**Industry**

**Industry Research**

1. Which record label does Katy Perry belong to?
2. Who directed the video ‘Roar’? What other well-known videos have they directed?
3. Who was the production company responsible for the ‘Road’ video?
4. Which company was in charge of distributing ‘Roar’ by Katy Perry?
5. What ‘first’ did the ‘Road’ video help Katy Perry to achieve (it has to do with number of views).

**Audience**

Katy Perry has a large mainstream audience of various genders, ages, sexualities and backgrounds.

Using the **demographic** and **psychographic** categories justify how the screenshots below would appeal to a particular audience type.

|  |  |
| --- | --- |
| Demographic | Psychographic |
| Teenagers  Young adults  Mature adults  Females  Males  Animal lovers | Mainstreamers  Aspirers  Explorers  Strugglers  Succeeders  Retired |



Who would be attracted to this and why?

Who would be attracted to this and why?





Who would be attracted to this and why?

Apply the uses and gratifications theory to the music video of Katy Perry’s ‘Roar’!

|  |  |
| --- | --- |
| **D**  **I**  **V**  **E**  **R**  **S**  **I**  **O**  **N** |  |
| **I**  **D**  **E**  **N**  **T**  **I**  **T**  **Y** |  |
| **S**  **U**  **R**  **V**  **E**  **I**  **L**  **E**  **N**  **C**  **E** |  |
| **R**  **E**  **L**  **A**  **T**  **I**  **O**  **N**  **S**  **H**  **I**  **P**  **S** |  |