



## “WHAT IS THE TARGET AUDIENCE?” AND WORKING WITH AUDIENCE

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### Annotation

Each industry wants to have a wider audience, sell faster or have more service providers. For this, it is important to work with the audience. Finding target audience among a lot of audiences is too difficult. But it is necessary. Exactly, PR managers have to find and work with them. If businessmen, businessladies and managers do not know about them, they will lose their money and time.

Once you start working with your audience, it is important to identify your target audience. After all, working with everyone is not effective. For this reason, it is advisable to allocate their target audience and work out special plans for them.

Working with the target audience helps to identify the good, to neutralize the neutral, and to work with the opinions of negative people. There are unique ways to differentiate your target audience, work with them and increase the number of your supporters. In this scientific article we will talk about “What is the target audience?”, “What are the criteria for its selection?” and “Techniques for working with them”.

**Keywords:** audience, target audience, demographic, geographical, psychographic  
In the modern information age, a large amount of information is spreading in society. However, the information does not always reach the "correct" audience. Proper distribution of the target audience ensures the efficiency of the company, the minimum time and money.

The target audience - is a specific segment of the current and potential consumer population, which is divided into specific characteristics (demographic, psychological, social) aimed at PR appeal.

There are various criteria for determining the intended audience for PR activities. The application of these criteria gives the public a clear idea. Given that it is possible to approach each group of people and each person in many ways at the same time, it is possible to develop an effective strategy that affects the target audience.

1. Geographical - means natural or administrative-territorial boundaries, ie where to look for people.





2. Demographics - gender, income, age, marital status, education - the most commonly used individual characteristics. Demographic and geographic data provide the first “reduction” opportunity, but without additional information (exactly how people are involved in the problem or affected by the problem or situation), as a rule, they have very little to do with strategy and tactics.

3. Psychographic - psychological and lifestyle features (mutual situation). People’s personal characteristics, their emotional state, value orientations, behavioral characteristics, lifestyle and so on.

4. The criterion of hidden power takes into account people who do not have to be at the top of this power pyramid, but who have a significant, invisible visible economic and political influence on the opinions and decisions of others.

5. Status criterion. The focus is not on the characteristics of the person, but on the official position of the person.

6. Influence criterion is a criterion for identifying “educated” and “influential” individuals based on other people’s opinions and opinions about them.

7. Membership criteria - a criterion that takes into account the official list of employees, its list, party affiliation as an indicator of participation in a particular problematic situation.

8. Role criteria in the decision-making process. It involves monitoring the decision-making process, identifying who and what role plays in decision-making in specific situations. It helps to identify the most active, truly decision-making, action-oriented, and communicative people among the active groups.

However, in addition to knowing how to behave in the decision-making process related to a problematic situation, knowing the personal qualities of individuals can be even more trivial. Reasons to write community groups are:

- Identify all groups of people associated with a particular PR program;
- Prioritization within the given budget and allocated resources
- Selection of mass media and methods of their use;
- Prepare messages in an acceptable and efficient manner.

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