

Miranda model answers

4a

Miranda is scheduled on BBC1 at 9pm on Monday. It is on after Immigration Undercover and before Mrs Brown's boys. At the same time there are reality TV programmes and documentaries but no other British comedies. Mrs Brown's boys follows as it will encourage audience flow; the filming style is similar as both programmes break the verisimilitude and include asides to camera which will appeal to a 21st century audience. As it is on a mass channel during prime time and after the watershed this establishes the target audience as wide, from teenage to middle age, male and female across the whole country. Series one and two were on BBC2 directed at a niche audience but series 3 was so popular that 10 million viewers tuned in on Boxing Day which represented 38% of the country. The programme is appropriate for BBC1 because it fits PSB. It is a quality programme involving quality actors such as Sarah Hadland and Patricia Hodge. Its main purpose is to entertain but it fits into a balanced schedule including programmes to inform and educate. The title sequence and theme tune will attract the audience as it relates to family and growing up.

4b

According to the uses and gratifications theory there are 4 audience pleasures: diversion, surveillance, personal identity and personal relationships. Miranda uses physical humour, mainly slapstick to offer diversion to the audience. In series 3 episode 3 she falls down an open grave which makes us laugh because it is embarrassing and we feel for her. She also uses verbal humour when she says "it is geriatric screaming dominoes" when she creates chaos in an old peoples home. We find this funny because she is being rude to the old people and we know she should not do this and it makes us feel uncomfortable which we cover up by laughing. Miranda's comedic timing creates a lot of humour for example when she is giving a eulogy for Miranda who they think has died, Stevie butts in with a different ending to the sentences making us laugh. There are lots of examples of personal identity as we can recognize the pressure the mother puts on her to settle down and get married. We may also discuss whether Miranda will get with Gary. The audience may use the programme for personal relationships if a family or friends sit down to enjoy the programme together or repeats catch phrases. The familiar settings offer pleasure because we recognize the café, shop and Miranda's sitting room and we feel comfortable there. However uncomfortable situations also offer us voyeurism such as at the funeral or when Miranda shares a bed with Gary and she says her breasts will clap together. The filming style offers a pleasure as Miranda addresses the audience directly with one liners. This breaks the verisimilitude and makes us laugh because we

are included in a private joke as what Miranda says would not normally be said aloud. An example is when she gives her opinion about the skydive man as “is he a bit thick?”.

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