



Russian Academy of National Economy and Public Administration
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Content Changes

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Ec-3-21-01
Course : Economics

St. Petersburg
2022



Introduction

I choose this topic because:

1. We use social media regularly. I'm interested in learning how content connects with the target audience.
2. Why the Content is ***constantly changing*** and what these changes are connected with.

Glossary:

- ***constantly*** (adv.) - continuously over a period of time; always
- ***change*** (v.) - to exchange one thing for another thing, [especially](#) of a [similar type](#).

Content Audience

Content is published on the Internet for a specific **target audience**. For example, children's cartoons are provided for children aged 3-6 years. Beauty videos are **aimed** mainly at girls, and the content about video games is mainly aimed at guys. In addition, newspapers and books are also content. The older generation uses paper media more often.

Glossary:

- **target audience** - a particular group at which a film, book, advertising campaign, etc., is aimed.
- **aimed** - to [intend](#)



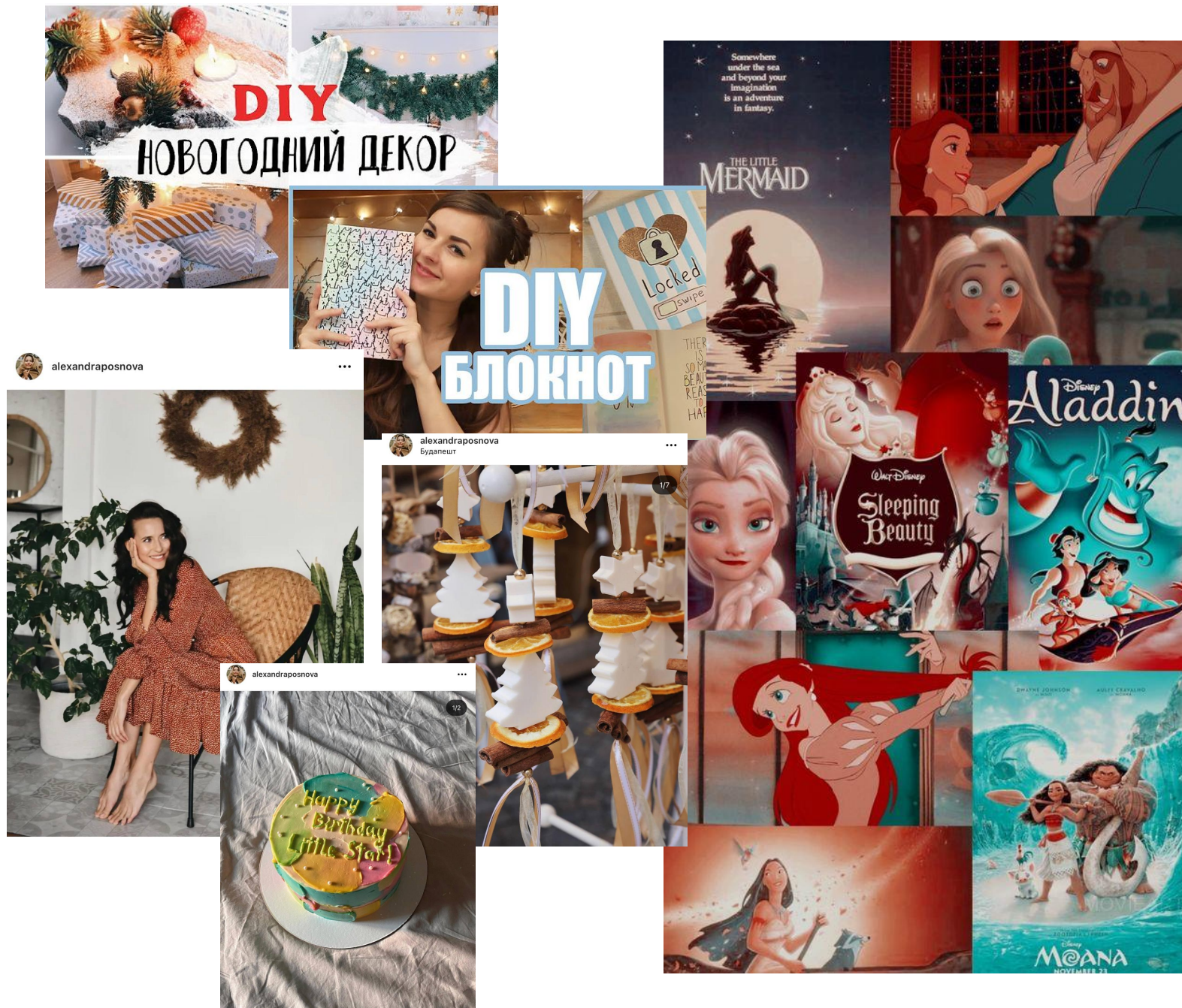
My Content

In different periods of my growing up, I viewed different content. It was cartoons in childhood, homemade videos in adolescence. Now these are blogs of different people about cooking, music and pets. I am also interested in news. Thus, it can be argued that there is content for each age.

Glossary:

adolescence (*n.*) - the period following the onset of puberty during which a young person develops from a child into an adult.

various (*adj.*) - different from one another; of different kinds or sorts.



Conclusion

Changes like this happen in everyone's life as we need specific information at different stages of ***growing up***. Also, the choice of content ***depends on*** the interests of the person, his hobbies or hobbies. and it can be ***argued*** that each content has its own target audience.

Glossary:

- *grow up* (v.) - to [change](#) from being a [child](#) to being an [adult](#)
- *depend on* (v.) - to [trust](#) someone or something and [know](#) that that [person](#) or thing will [help](#) you or do what you [want](#) or [expect](#) him, her, or it to do
- *argue* (v.) - to [speak angrily](#) to someone, [telling](#) that [person](#) that you [disagree](#) with them