

A Level Media - Industries

KEY TERMINOLOGY:

Conglomerate: a very large organisation that owns different types of media company, e.g. Comcast or NewsCorp.

Diversification: where a media company moves from producing one type of product to creating different media forms (e.g. a TV company moving into film production).

Vertical Integration: where one organisation owns more than one stage of the industrial process (production, distribution and circulation) of media product creation.

Convergence: making a product available across different platforms, in order to reach different audiences e.g. newspaper content is usually available in print form, on a website, via a digital app, on social media platforms etc.

Government funded: a product that is financed by government money, e.g. a public health campaign.

Not for profit: products that are made for a reason other than to make money e.g. the BBC is funded by the licence fee and its programmes need to fulfil a public service remit.

Commercial model: companies producing products in order to make a profit, often funded by advertising.

Regulation: the monitoring/ control of media industries by independent organisations such as Ofcom and IPSO.

KEY CONTENT:

The nature of media production, including by large organisations, and by individuals and groups:

Media products vary in the way they are produced, e.g. some are large scale productions (often high budget, mainstream) by large media organisations, while others are smaller productions (often lower budget, targeting specialised audiences) by independent companies or individuals.

Apply it... identify the companies involved in producing the set products; consider which are large organisations and which are smaller, independent companies.

KEY CONTENT:

The effect of ownership and control of media organisations, including:

Conglomerate ownership: these organisations have huge financial resources and a lot of power, e.g. they can control the messages communicated in many areas of the media.

Diversification: companies branch into different types of media to increase their chances of success / audience reach.

Vertical integration: these companies can control every stage and ensure that their products reach the audience.

Apply it... identify how one set product, produced by a media conglomerate, has been impacted by its ownership, e.g. in the budget/ production values or messages conveyed.

WHERE WILL I NEED TO STUDY/ APPLY MEDIA INDUSTRIES?

PAPER 1 SECTION B

Newspapers; Film Promotion; Video Games; Radio

PAPER 2 SECTION A

Television in the Global Age

PAPER 2 SECTION B

Magazines

PAPER 2 SECTION C

Media in the Online Age

KEY CONTENT:

The impact of the increasingly convergent nature of media industries across different platforms which enable organisations to construct/reinforce a brand identity and maximise audience reach e.g. a film marketing campaign including posters, trailers, social media/ viral content and a website, where all of the different elements converge (especially in established franchises such as Bond).

Different national settings:

Many organisations operate on a global scale, distributing their products in many different countries, although elements such as the marketing might vary in each country.

Apply it... note examples of convergence in relation to the set products, e.g. how the products are made available on different platforms.

E.g. The Spectre poster uses digital technology to construct an enigmatic layered main image in contrast to the montage of drawn images depicting narrative scenes in the historical poster.

KEY CONTENT:

The functions and types of regulation of the media:

Regulation varies across different industries in the UK, but usually aims to protect people (especially children/ young people) from unsuitable, inaccurate or harmful media content.

Types of regulation include: establishing standards ('Code of Practice'); providing age ratings for a product and monitoring organisations to ensure they follow guidelines.

The challenges for media regulation presented by 'new' digital technologies:

The internet is very difficult to regulate as vast numbers of people can generate content. Some media products online are regulated by other industry bodies (e.g. the BBFC age rates some music videos). There is ongoing debate about how to regulate online and social media—but much of the internet remains unregulated.

Apply it... identify references to other texts in the set products you have studied and think about how these communicate meanings.

CONTEXTS: Historical, Social, Cultural, Political:

How a product reflects the contexts in which it was made through aspects of its production, distribution, marketing, regulation, circulation and audience consumption.

E.g. The contemporary music artists reflect current cultural contexts in terms of the use of digital platforms and social media to market and distribute their products.

How a product reflects the political contexts in which it was made through aspects of its ownership and political viewpoints.

E.g. Newspapers are likely to reflect the political leaning of the organisations that produce them, in terms of the way in which they construct representations of issues and events, and versions of reality.

Apply it... find examples of how the set products reflect their contexts in the ways they are produced, distributed and marketed.

KEY CONTENT:

The impact on the final product of:

Production processes: these will depend on the industry, but most involve content creation (filming, photography, written copy), editing etc. to construct the media product.

Personnel: the importance of key people; e.g. TV directors, journalists, designers, stars often have a signature 'style', or explore certain themes/ issues in their work. They might also attract an audience due to their past success/ status.

Technologies have a significant impact on media products and enable organisations to create exciting and cutting edge products that are likely to appeal to audiences e.g. CGI and special effects are important in many music videos and TV programmes, while video games use techniques such as augmented reality to engage users.

Apply it... select two different set products (e.g. a newspaper and a music video) and find out how they were produced e.g. the production processes (such as where, when and how the content was created), the people involved in production and the technologies that were used.