

Answers to activities

Introduction

This answers section offers definitions, examples and suggestions related to the activities in Chapters 1–8.

It is important to be aware of the difference between 'fact' and 'interpretation'. The introduction to this revision guide discusses the need for knowledge of certain facts and definitions. Interpretations, though, should come from you and your application of this knowledge. This is why answers are not given for all activities, as some require a personal, analytical or interpretative response. In order to revise for your Media Studies exam, you need to practise your analysis skills and create your own interpretations of the CSPs.

For the same reason, there are no answers provided for Chapters 9 and 10 as the activities here are intended to help you generate ideas rather than provide them for you. The secret to success in Media Studies is your engagement with the ideas from the theoretical framework and practice in applying these ideas to the CSPs.

Chapter 1 Media language

ACTIVITY 1.1	Media platform	Media language used	Examples of form	Specific media products
	Print	Uses text and images only.	Newspapers	<i>The Daily Mail, the i</i>
	Broadcast (audio)	Audio products use music, sound effects and the spoken word to communicate to audiences.	Music radio, news programmes, documentaries, dramas, magazine shows	<i>The Archers, Life Hacks, Newsbeat, Today, pm, breakfast/drive time shows, The Media Show</i>
	Broadcast (video)	Video products use images as well as sound. Video can use the spoken word as well as words on screen as required.	News bulletins, sit-coms, crime dramas, animations, game shows, reality TV, talk shows	<i>The Good Place, No Offence, Rick and Morty, Strictly Come Dancing, The Graham Norton Show</i>
	e-Media	Can use still and moving imagery; can use audio consisting of sound, music and/or the spoken word; can use words in both short and long form.	Advertising websites, online games, news sites, lifestyle blogs, online magazines	<i>The Walkers Crisps site, Fortnite, The Guardian online, Goop, Teen Vogue</i>

ACTIVITY 1.2

a Close-up
b High-angle
c Long-shot
d Mid-shot

Image Alexi Lubomirski / GQ
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ACTIVITY 1.3

1	Definition	Term
	The meaning or idea communicated by the use of a specific sign.	Signified
	The image or sound used to communicate an idea.	Signifier
	An image or sound that is known to represent a specific object or idea but is not a literal representation of it.	Symbol

- 2 a **index** – where an image used has a logical connection to the idea being communicated, e.g. where an image of smoke is used to indicate fire.
- b **ideology** – a system of belief/way of thinking, e.g. the idea that we should have freedom of speech is ideological.
- c **myth** – the commonly held beliefs that are normalised through media representations, e.g. the continued connections made between women and housework, normalising the idea that women are 'naturally' better at cleaning than men.
- d **dominant signifier** – the most commonly used signifiers that reflect culturally agreed meanings.
- e **anchorage** – the use of two or more media language elements to attempt to fix meaning and control audience interpretation.
- 3 a **paradigm and syntagm** – syntagm can be thought of as the 'rules' or conventions that limit choice and paradigmatic choices are made from the options that are available. For example, some syntagmatic options for a horror setting would be a cabin in the woods or a gothic mansion. Setting a horror series in a gothic mansion is a paradigmatic choice.
- b **denotation and connotation** – denotation is the literal meaning of a sign and connotations are the additional meanings created by the sign based on the associations created by the sign.

ACTIVITY 1.4

- 1 **Encoding** – the private jet, the watch, the gold tint/light flare, the confident body language, David Beckham.
- 2 **Encoding** – buying the watch will offer the consumer status as it is associated with a glamorous lifestyle.
- 3 **Decoding** – a negotiated reading may be a desire for the watch whilst rejecting the idea of wanting to buy into the lifestyle.
- 4 **Decoding** – the glamorous lifestyle reflects an elite and privileged position that is outside the reality of most people. It acts to normalise the view that wealth and luxury are ideals.

ACTIVITY 1.5

	Broadsheets	Mid-market tabloids	Tabloids
	The <i>Daily Telegraph</i> ; the <i>Guardian</i> ; the <i>i</i>	The <i>Daily Express</i> ; the <i>Daily Mail</i>	The <i>Daily Mirror</i> ; the <i>Sun</i>
Appearance (layout and design)	Words dominate over images	Offers more detailed information than red-top tabloids but less than broadsheets	Images dominate over words
News values (content)	Hard news dominates Stories are analysed for their broad significance	Hard news and soft news are reported Soft news is often based on celebrity gossip Hard news is often discussed in terms of its impact 'locally'	Value soft news over hard news; often report on gossip, scandal and human interest stories
Reporting style (lexis and tone)	Non-emotional, formal tone, tends to offer detail and explanations	Often sensationalist, attempting to create an emotional response – often attempt to generate fear or anger	Informal tone; simple lexis; often use puns and sensationalism
General approach to newsworthy events	Often takes a 'global' or big picture approach. How does the event impact on society/culture/the political landscape?	Often takes a localised approach. How does the event impact on my life or the lives of my family?	Often takes a personalised approach. How does this impact on me (or people like me)?

ACTIVITY 1.6

For example:

- 1 Government plans tax hike for high earners
- 2 Fat cats hit by PM's tax plan
- 3 That's rich! Wealthy will pay more

**ACTIVITY
1.7**

Media language	Sit-com	Crime drama
Use of camera	Multiple camera set up on 4th wall	Single camera set-ups, camera mobile and follows the action, drone shots used establish setting and tone
Use of lighting	High-key lighting	Lighting effects used to create atmosphere (including low-key lighting, colour effects, light flares, etc.)
Types of plot	Simple plots based on misunderstandings and/or relationship conflicts	Complex 'whodunnit' plot with narrative twists and turns
Types of character	Simple stereotypes of characters – the dumb one, the neurotic one, etc.	Some stock characters (the detective with a dark past) but also complex characters with detailed psychological motivations

**ACTIVITY
1.8**

Requires a personal response.

**ACTIVITY
1.9**

Hybrid products offer multiple gratifications and help avoid the clichés created within each genre by creating something new and, possibly, unexpected.

**ACTIVITY
1.10**

Cowboys and 'Indians'	Gunfights
A saloon bar	A white-hatted sheriff
Piano music	A black-hatted villain
A homestead under threat	A desert-based frontier town setting

**ACTIVITY
1.11**

1 Answers for some are given below.

Genres of order	TV CSP	Genres of integration	TV CSP
The hero tends to be a lone individual – traditionally, the hero would be male.	<i>The Killing</i> : Sarah Lund has a partner but relies on her own interpretation of events and makes her own decisions. Both : The contested space is the safe, civilised society. It is under threat when a murderer is on the loose.	The hero is often a collective, a family, a couple or community. Female or feminine heroes may feature.	<i>No Offence</i> : The programme shows the importance of the investigative team.
The setting is a contested space – a location that is being argued or fought over. The setting is ideologically unstable.	Both : The threat to the community is violent.	The setting is a civilised space that is largely ideologically stable. Settings are often communities or families.	
The conflict is often based on an externalised threat and is usually expressed through violence.	Both : The murderer must be 'eliminated' and removed from the community either by imprisonment or death.	The conflict is internalised – the threat to the community comes from conflict between the members of the group and is expressed through emotion.	<i>No Offence</i> : The investigative team are shown responding to each other emotionally – this can lead to small conflicts but the main conflict is external.
The resolution will usually mean the elimination of the conflict, often via a literal or symbolic death.		The resolution will usually be in the form of an embrace, love or some form of unification.	<i>No Offence</i> : Whilst its resolution is based on stopping the killer, the team are unified further in the solving of the case.

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<p>Common themes include the hero taking on the problems and contradictions of the world they inhabit on behalf of others – protecting and saving those weaker than them.</p> <p>A 'macho' code of behaviour dominates. The hero is often isolated and self-reliant.</p> <p>The hero often doesn't benefit from the resolution – they may leave after saving the community or may die in the act of resolving the conflict. The hero is an individual who remains outside the community.</p>	<p><i>The Killing</i>: Sarah isolates herself and prioritises her work over her family. She often personalises the investigation and can be seen to be mission – based in her attempt to protect. Her approach means that she sacrifices her personal relationships for the greater good of society.</p> <p>Both: Although the investigations often use force and violence – this is in response to threat rather than an ideological choice of violence.</p>	<p>Common themes include those involved in the conflict becoming integrated into the wider community once their personal problems have been resolved.</p> <p>There is a maternal/familial code of behaviour that dominates the story.</p> <p>The resolution often shows the value of community, communication and cooperation.</p>	<p><i>No Offence</i>: Dinah is shown integrating the events of the crime into her personal life and this demonstrates a maternal code of behaviour.</p> <p>Viv is a maternal figure for those in her team and ideas of community, communication and cooperation are valued during the investigation.</p>
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2 No answer supplied for this question.

ACTIVITY 1.12

An example for one is given below.

	Genre of order/integration
teenvogue.com	
The <i>i</i>	
Tomb Raider: Anniversary	<p>The quest narrative of the game provides goals for the player to achieve via the avatar of Lara Croft.</p> <p>'villains' and physical challenges provided by the environment act to stand in the way of achieving the goals. The gameplay provides ways for the player to beat villains and overcome challenges, allowing them to progress closer to the goal.</p>

ACTIVITY 1.13

	<i>The Missing</i>	<i>The Killing</i>	<i>Deutschland 83</i>
Equilibrium	The family (in the past) is shown to be happy. In the present they have had to come to terms with the fact their daughter Alice had gone missing.	Sarah is to be married and is moving house. Pernille and Theis are happily married.	Martin is shown to be leading a settled life with his family and his fiancée.
Disequilibrium	In the past, Alice goes missing, creating the initial disequilibrium. In the present, her return creates a secondary disequilibrium.	The episode begins with the attack on Nanna.	Martin is recruited to work undercover and is relocated to West Germany.
New equilibrium	The investigation of Alice's disappearance is reopened and linked to a previous kidnapping case.	By the end of the episode, Sarah is established as the lead investigator and is putting her private life on hold.	Martin is working as a spy.

2 No answer is given for this question.

ACTIVITY 1.14

No answer is given for this activity.

ACTIVITY
1.15

Answers for some are given below.

Masterplot	Description	For example	CSP
Quest narrative	A story based on a journey based on a search for a person, place or thing.	<i>Requires a personal response.</i>	<i>The Missing: based on the search for the truth about what happened to a missing child.</i>
Revenge narrative	<i>A story based on the search for revenge for some sort of attack on the protagonist.</i>		
Transformation narrative	<i>A story based on the way an event or events cause a major change for one or more of the characters.</i>		<i>Men's Health: the magazine helps the reader transform his body.</i> <i>That Boss Life part 1 shows how Manny and Shayla's lives are transformed once they use the Maybelline mascara.</i>
Discovery narrative	<i>A story based on a journey of discovery. This could be the discovery of something physical or it could be a personal discovery.</i>		
Maturation narrative	The 'coming of age story' – usually based around an event that takes the protagonist from being a child to becoming a young adult.		
Escape narrative	<i>A story based on the need to escape from a location. This could be a physical location (e.g. a prison) or the protagonist could be attempting to escape a situation.</i>		<i>'Letter to the Free' could be seen to be part of an 'escape narrative' where there is a need to escape the past and the institutionalised racism of US culture.</i>
Underdog narrative	A story based on someone fighting against adversity or some form of oppression.		<i>Hidden Figures: shows how some black women battled racism and sexism to become successful in their profession.</i>

Chapter 2 Media representations

ACTIVITY
2.1

No answer is given for this activity.

ACTIVITY
2.2

1	<p>You are making a video news report about your home town. How would you create a positive representation using media language? Consider what you would show and how you would show it.</p> <p>You are writing a film review for your blog-site. The film is called <i>Superheroes to the Rescue</i>. You didn't like the film. Create a headline that would represent the film negatively.</p> <p>You are directing a television drama and you want to show that your policeman protagonist is 'a man of mystery' with deep and possibly dark secrets. What media language choices would you make to create this representation? Also consider costume, location, props, lighting, camera work, acting direction, etc.</p>	<p><i>The news report (filmed on a sunny day) could focus on picturesque locations (e.g. beautiful buildings, parks, etc.). People would be shown in groups laughing and enjoying activities.</i></p> <p><i>e.g. 'Someone Needs to Rescue these Superheroes'</i></p> <p><i>The detective could be dressed in black and grey clothing and, when in the busy and noisy police department offices, he could be positioned away from the team of police officers and shown to avoid small-talk and any personal conversations.</i></p>
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<p>You need to select a picture of the prime minister that is going on the front page of the tabloid newspaper you edit, to accompany a story about a decision to create a new national bank holiday. The front page will be limited to the picture of the prime minister and a brief (but large) headline. Your newspaper supports the government's decision. Describe the type of image you would use and write a headline to represent the decision positively.</p>	<p>An image showing the prime minister in a position of power could be used to reinforce his authority (e.g. an image in which the prime minister – at time of writing Boris Johnson – is in the centre of a group of members of the public who are all looking at him and everyone is smiling broadly).</p> <p>Headline example: 'You WILL have the day off!'</p>
<p>2 You are making a video news report about your home town. How would you create a negative representation using media language? Consider what you would show and how you would show it.</p>	<p>The report should be filmed on a grey, overcast day and begin with a montage of images such as a litter strewn area, a polluted river and vandalised public areas.</p>
<p>You are writing a film review for your blog-site. The film is called <i>Superheroes to the Rescue</i>. You loved the film. Create a headline that would represent the film positively.</p>	<p>e.g. 'The new heroes of the superhero genre'</p>
<p>You are directing a television drama and you want to show that your policeman protagonist is a happy and upbeat person. What media language choices would you make to create this representation? Also consider costume, location, props, lighting, camera work, acting direction, etc.</p>	<p>The detective would be introduced walking into a surprise birthday party thrown by his friends and colleagues. In a party montage he would be shown dancing with his female boss and singing Karaoke with other detectives.</p>
<p>You need to select a picture of the prime minister that is going on the front page of the tabloid newspaper you edit, to accompany a story about a decision to create a new national bank holiday. The front page will be limited to the picture of the prime minister and a brief (but large) headline. Your newspaper does not support the government's decision. Describe the type of image you would use and write a headline to represent the decision negatively.</p>	<p>The image of the Prime Minister – at time of writing Boris Johnson – will be one where he is rushing past photographers with his collar up and his face partially hidden. He will look worried and harassed.</p> <p>Headline example: 'Boris's bonkers bank holiday blunder.'</p>

ACTIVITY 2.3

The use of language in the headlines positions the audience to engage with the political agenda of each newspaper. For example, the *Daily Mirror* and the *Guardian* both lead with an idea of looking for unity after the divisive Brexit vote, with the *Guardian* focusing on those who 'reach out' and the *Mirror* using the word 'reunite' placed over a symbolic image of a kiss featuring the flags of the EU and the UK. The *Times* reflects on how close the result was but the phrase 'close call' is used when a favoured result has been reached and the *Daily Express* is the most celebratory of all the newspapers, using a headline that is intended to position its audience to feel a sense of accomplishment, patriotism and sense of making history.

ACTIVITY 2.4

The male character in a Western is heroic.	A white hat	<ul style="list-style-type: none"> • Reading glasses and a roll-neck jumper • A hoody and baseball cap • A white hat • Oversized jewellery and bright clothing
The female in a soap opera is the life and soul of the party.	Oversized jewellery and bright clothing	
The female detective is an introvert.	Reading glasses and a roll-neck jumper	
The young male in the drama cannot be trusted.	A hoody and baseball cap	

ACTIVITY 2.5

1 An answer for one is given below.

CSP	Stereotypes
<i>The Missing</i>	
<i>Deutschland 83</i>	
<i>Men's Health</i>	<p>Vin Diesel represents a traditional idea of masculinity. His pose in the photograph is constructed to show his muscular frame – especially his arms – and he represents an ideal of masculinity based on physical size and strength.</p>
<i>That Boss Life part 1</i>	
Tomb Raider: Anniversary	

2 No answer is given for this question.

**ACTIVITY
2.6**

- a This supports the hegemonic ideal that men are expected to be less emotionally expressive.
- b This supports the dominant ideology of contemporary culture that wealth equates to success and value.
- c This supports the ideology that is it sometimes necessary to seek professional excellence even if this means having to sacrifice other aspects of life.
- d This supports the hegemonic ideal that men are expected to be physically strong.
- e This supports the racist position that criminal behaviour is connected to ethnicity.

**ACTIVITY
2.7**

CSP analysis questions.

**ACTIVITY
2.8**

CSP analysis questions.

**ACTIVITY
2.9**

Masculine traits	Feminine traits
strong	emotional
loud	weak
unemotional	small
large	quiet
aggressive	passive
logical	intuitive
worker	nurturer
provider	domestic
active	still

**ACTIVITY
2.10**

CSP analysis questions.

**ACTIVITY
2.11**

CSP analysis questions.

**ACTIVITY
2.12**

No answer is given for this activity.

Chapter 3 Media audiences

ACTIVITY 3.1

Answers for some are given below.

Demographic group	Media product	How it attempts to please the target audience
Age	<i>Hollyoaks</i> (Channel 4)	It presents melodramatic storylines that often relate to youth culture, relationships and issues commonly associated with young people's life experiences.
Age		
Gender	www.glamourmagazine.co.uk	<i>Glamour</i> magazine targets females by presenting topics that are stereotypically of interest to women – fashion, beauty, celebrity gossip, etc.
Gender	www.gq-magazine.co.uk	<i>GQ</i> targets a male audience by presenting topics stereotypically of interest to men. Fashion, sport, technology, etc. Also – see below
Gender		
Social class/wealth	www.gq-magazine.co.uk	<i>GQ</i> magazine targets 'young professionals', promoting a lifestyle that values sophisticated fashion with some luxurious elements.
Social class/wealth	www.glamourmagazine.co.uk	<i>Glamour</i> magazine reflects an aspirational lifestyle, focusing on fashion and lifestyle choices that connote success and status.
Social class/wealth		

ACTIVITY 3.2

No answer is given for this activity.

ACTIVITY 3.3

Production	Distribution	Circulation
Production choices should be made considering the interests and desires of the target audience. Media language choices will always attempt to appeal to the stated target audience of the product.	It is important for producers to know what the habits and behaviours of the target audience are to ensure that the product is distributed in a way that will appeal to them. Lifestyle content should be offered online if the target audience spends most of their time on tablets/smartphones.	Similar to distribution, the behaviours of the target audience will help when making decisions that attempt to increase circulation. Knowing where the target audience are located (online, watching TV, etc.) will make it easier to find them so that there is a better chance that advertising and marketing will be seen by the people who may be interested in the product. Marketing methods will also need to be tailored for the target audience.

ACTIVITY 3.4

Term	Meaning	Techniques demonstrated in Activity 2.3 Newspapers
Agenda setting	Presenting information in such a way as to influence the perception of its importance.	The positioning of a story on a newspaper's front page indicates that it is perceived to be the most important story of the day. The Brexit vote dominates the front pages and this communicates its importance to the readers.
Framing	Presenting information with a specific focus on certain parts rather than presenting the whole story or a complete image. Framing can also take place by presenting information using a specific tone or with an identifiable attitude.	The <i>Daily Telegraph</i> presents the internal politics of the Conservative party as being the most important element of the story. This creates a narrow perspective but reflects the party loyalty that is central to the newspaper's political agenda.
Myth-making	The repetition of, or construction of, popular ideas as if they are 'normal' or 'natural' when they represent a specific (and debatable) point of view.	The <i>Times</i> and the <i>Daily Express</i> both use images of Chelsea Pensioners on their front page. The image generates positive connotations about Britain's success in World War II and creates a nostalgic idea that is anchoring the response to the Brexit result. This plays on the myths of Britain's greatness and connotes a nostalgic idea of national identity.

(Continued)

- 2 The magazine's agenda is to encourage personal development and change. The coverlines focus on transformation narratives ('fun and laughter post-divorce') and offer examples and guidance for the audience to make changes in their own lives ('30 days to a creative life', 'Launch a second career'). The front cover is illustrated by an image of Drew Barrymore, who is a successful film and TV actress, famous for having a troubled youth but who is now presented as being a success in her personal and professional life. This anchors the agenda of transformation. Barrymore's happy and relaxed body language represents the ideal outcome of the magazine's agenda.

ACTIVITY 3.5

Conditions of consumption	Impact
Going to the cinema with a large friend group to watch a horror film.	Being in a cinema means that the film is the sole focus of attention. The room is dark and the screen and sound dominate. Being in a group may encourage a more visceral response to the horror. Some viewers may try to show how 'brave' they are when viewing horror with others.
Sitting at home alone watching a horror film on a tablet or computer.	The home environment may create distractions – other people, other media, other technologies, etc. Being alone may heighten the effect of the horror, as a lone audience member does not have the 'safety' that is provided by a group and the imagination of the viewer may add to the horror of the images on the screen.
Reading a newspaper at home alone.	This condition of consumption could allow the reader to focus on detail and engage with the complexities of a story.
Reading a news app on a noisy bus.	Being in public while trying to read can be distracting. It will be more difficult to engage with long-form writing and the details of a complex news event. Reading stories that are short and illustrated with lots of images may be a better option in this environment.

Answers for two are given below.

ACTIVITY 3.6

Theory	Definition	Active and/or passive	Arguments for and/or against this theory
Social learning theory (Bandura)	People imitate what they see.	Passive	The study was focused on very young children and so cannot be said to reflect how all people are likely to behave. The study did not test the effect of television or film imagery.
Hypodermic needle theory			
Uses and gratifications theory	Media audience choose what they want to access based on their own personal needs, desires and preferences.	Active	This theory accepts that people act differently, avoiding the problem of assuming the audience is a single 'mass'. This theory also acknowledges that people make active choices for their own reasons.
Media literacy			
Cumulative effects theory			

ACTIVITY 3.7

All of them.

ACTIVITY 3.8

- 1 No answer is given for this question.
- 2 If a narrow idea of what is attractive is repeated across media forms and products over a period of time, audiences may interpret this idea of 'beauty' as being normal or natural. This way of thinking rejects alternative definitions of attractiveness. Audience members who compare themselves to this 'normal' idea of attractiveness may feel they are failing to live up to the ideal and, for some individuals, this could impact on their self-esteem and may impact on their behaviour.

ACTIVITY 3.9

The media can have an impact on the way people **learn about the norms and values of the surrounding culture**. Along with family, friends and education, the media can impact on the *socialisation* of a person. The media reproduces the norms about the producing culture and these values become part of the way a person **learns to behave and interact with others**. This is called the *mainstreaming* process. Social roles and norms are *standardised* in media representations. The media *cultivates* attitudes and values that fit in with the dominant ideologies of the culture.

Hartley and Fiske argue that the media has a *bardic function* for audiences **acting to tell the stories that help communicate the fears, concerns and preoccupations of the producing culture**. Media products also generate their own 'realities'. Studies showed that **the more a person accessed the media, the more they absorbed the ideas being communicated**. The difference between light users and heavy users is called the *cultivation differential*. Where messages in the media **relate to the audience's experiences** they are said to have *resonance*. This allows the *mainstreaming* of these ideas. This is the process that means that **heavy media users from different social groups tend to have a similar world view** that reflects the views communicated across the media. Frequently, the ideas communicated by the media are very negative. **People often think the world is a more dangerous and violent place than it really is**. This is called the *mean world index*.

ACTIVITY 3.10

1 Answers for two are given below.

Media form	Interaction with producers	Interaction with audience members
Newspapers	Audience members can write letters to the editor; audience members are encouraged to phone in with information for stories.	The newspapers themselves do not offer this but it is possible for audience members to discuss stories raised in newspapers among themselves.
Radio		
Television		
Gaming	Social media offers interaction between producers and the gaming audience.	Multi-player games allow for direct interaction between players, as do forum discussion and chat opportunities connected to games sites, YouTube channels, Twitter feeds, Facebook posts, etc.
Magazines		
Film		

- 2 Producers can find out how audiences feel about their products and may decide to make production changes based on audience feedback. For example, the overwhelmingly negative online responses to the first half of season one of *Star Trek: Discovery* led the writers to change direction and new plot lines were introduced in the more positively received second half of the season.
- 3 Audience members may use other people's opinions to frame their interpretation of a media product. Valued others and opinion leaders can influence other people's viewpoints. This can happen in person (e.g. watching TV with others) or online (e.g. reading Twitter responses to a television broadcast).

ACTIVITY 3.11

Answers for two are given below.

Media form	Contributions to media products	Creation of their own media products
Newspapers		
Radio	Audience members are the 'content' in radio phone-in programmes.	It is possible to use mobile phones and free apps to create podcasts that can be hosted on podcast sites and blogs, etc.
Television		
Gaming		
Magazines	Some magazines ask for contributions from readers that may include ideas for stories, photographs (e.g. 'street-style' images), etc.	It is possible to create blogs, vlogs and social media accounts based on any of the topics that are traditionally covered by magazines. Many Instagram accounts are modern versions of lifestyle or specialist magazines. Audiences can create beauty, fashion and general lifestyle blogs/social media accounts or could focus on specialised topics such as knitting, fitness, cooking, etc.
Film		

Chapter 4 Media industries

ACTIVITY 4.1

Model	Meaning	British example
The commercial model	Income is generated by selling space or time to advertisers.	ITV, Sky, commercial radio, YouTube, Spotify
The public service model	Income is provided by the government and is funded by citizens.	The BBC
The mixed model (commercial and public service)	Some income is provided by the government. Funds are also generated by selling advertising space.	Channel 4
The subscription model	Income is generated by audience members paying a regular (often monthly) fee to allow them to access content.	Netflix, Amazon Prime, YouTube Premium, Spotify Premium
The 'pay-per-view' model	A fee is paid to access specific content.	Sky Sports

ACTIVITY 4.2

- 1 No answer is given for this question.
- 2 Answers for two are given below.

Media form	Income streams
Film	YouTube income from trailers. Box office ticket sales, sales of merchandise and licensing agreements, sales of DVDs/Blu-Rays, sales of downloads, fees generated by streaming/TV broadcasting.
Newspapers	Advertising, cover price, promotional articles/advertorials, sponsorship. Further income can be generated by encouraging the audience to access the online newspaper and social media.
Magazines	
Online magazines/news sites	
Computer games	
Radio	

- 3 Diversification allows media industries access to more and different income opportunities. Diversification also allows the industry better opportunities to find larger and broader audiences who may have differing preferences in terms of how they access media products.

ACTIVITY 4.3

Targeted advertising can only take place where an audience member's online activity is tracked and the information about their activities and interests is used (often sold) to allow advertisers to target them more specifically. This tracking is an example of **surveillance**, which raises questions about the lack of **privacy** experienced by people online. Information about what they search for is 'mined' and used to make money. Data-mining raises a number of **security** concerns as the data that is collected can be packaged and sold. User agreements often have clauses that people are not aware of. Facebook was shown recently to have accessed the phone books of users as part of the data-gathering 'agreement' that was accepted by users. There have been several examples of companies who had gathered information only to have had the data hacked.

ACTIVITY 4.4

- 1 **Production** is ... the creation of media products.
- 2 **Distribution** is ... getting the media product to the audience.
- 3 **Circulation** is ... attempting to get the product in front of as many people as possible.

ACTIVITY 4.5

Answers for two are given below.

Media form	Production differences
Magazines	Lower print production values and/or a more limited distribution. Possibly focusing on a niche audience and their interests rather than a mainstream one.
Music video	Lower production values and more likely to be filmed on location rather than in a studio. May tend to be performance based.
Newspapers	
Radio	
Television	
Gaming	

**ACTIVITY
4.6**

Answers for two are given below.

Form	Traditional distribution methods	Benefits for the audience and/or producer	Newer distribution methods	Benefits for the audience and/or producer
Television programming	Scheduled broadcast via a television channel.	Audience can engage in live online discussions whilst watching. Industry can judge the success and reception of the product immediately.	DVD box sets, streaming services.	Audience can choose when and how they wish to watch the programme. Other methods of distribution create new income streams and can introduce the product to new audiences.
Magazines	Print magazines sold in retail outlets.	Audience can carry the magazine around with them, read it at their leisure. The magazine can be dipped into whenever the reader wishes. Industries can sell advertising space and charge a cover price for the magazine. Being on shelves in supermarkets makes the brand visible.	'Magazines' distributed as online versions (websites) and by using social media.	Audiences can access the magazine for free and the content is updated frequently. Industries can sell online advertising space and the data gathered about their audience to marketers. Producers no longer have to pay for print production and the physical distribution of the product.
Music videos				

**ACTIVITY
4.7**

Answers for two are given below.

- 1 Clips from the film could be posted on YouTube and Twitter. The film could be mentioned in comments/social media discussions surrounding similar films. A social media influencer could be approached to help promote the film by mentioning it on Instagram.
- 3 A widespread poster campaign could be used to create awareness, with the posters being posted on Twitter and other social media sites. 'Stars' of the show could make personal appearances and these could be promoted via social media.

**ACTIVITY
4.8**

- 1 IPSO: Information can be found at: www.ipso.co.uk/.

Ofcom: Information can be found at: www.ofcom.org.uk/home.

PEGI: Information can be found at: <https://pegi.info/>.

- 2 To protect children and vulnerable people from violent imagery, etc.
To protect the rights of the audience (e.g. privacy).
To ensure that the media is fair and accurate.
To maintain agreed standards of public discourse ... and other arguments.
- 3 The amount of information online is so large that it would be impossible to impose regulation on all of it.
The internet allows easy access to material created from around the world.
Different countries have different ideas and practices regarding regulation.
Distribution is not always controlled by a media industry that can be regulated.
- 4 Regulation of traditional media means it cannot compete for audiences in the same ways as online and digital media.

**ACTIVITY
4.9**

- 1 a International conglomerates have access to all aspects of production and distribution and this means they can lower the costs of making media products and getting them to the audience.
They have access to people and technology to ensure that their product is high quality.
They can use the profits of successful products to help support more niche, less profitable products.
They can also strike deals with distributors (e.g. retail outlets) to give them a competitive edge over smaller companies.
b The BBC has a guaranteed income from the licence fee, which means it is not under the same kind of financial pressures as a commercial company.
- 2 A limitation in the variety of messages and ideas being communicated.
Lack of competition in the market place - the audience's choices are limited.
Too much power in one place.

ACTIVITY
4.10

Answers for two are given below.

Start a 'lifestyle' YouTube channel	A smartphone, tablet or computer with a video camera and an internet connection. Access to editing software could be an advantage.
Create music and upload to Soundcloud	A mobile phone, tablet or computer with a recording function and an internet connection. Access to composition, mixing and music editing software.
Create an Instagram account presenting images and ideas about health and fitness	
Create a blog on which you analyse and comment on current news and politics	

ACTIVITY
4.11

Answers for two are given below.

A 'lifestyle' YouTube channel	The presenter could be featured in a magazine (on a magazine website). Collaboration videos could be created with existing influencers.
An artist whose music is available on Soundcloud	A video could be uploaded to YouTube; the artist could be interviewed by a YouTube interviewer and featured on Instagram posts.
A health and fitness-based Instagram account	
A news and politics blog	

Chapter 5 Media language

ACTIVITY
5.1

Example analysis

The advert for *Bodyguard* uses a simple layout and features the two lead actors in the foreground. Shallow focus is used so that the background is out of focus, but the style of the building could imply that the setting is political, as the background connotes a 'Downing Street setting'. The conventions of a political drama include the use of intrigue and plots, and audiences are encouraged to expect this type of action code from this TV series, as the facial expressions of the actors (looking backwards over their shoulders) symbolise distrust and paranoia – ideas that are reinforced by the tagline's use of words such as 'fight', 'power' and 'trust'. These media language choices and the use of what appears to be a gunsight overlaying the whole image, combine to create enigma and promote the programme to fans of this genre.

The two lead actors are well known and will promote the programme to fans of other shows such as *Line of Duty* and *Game of Thrones*. The poster also states that this is a 'Netflix Original' (this relates to the streaming distribution of the programme) and gives a date of release that makes it easy for the audience to find and access the programme. The name of the series features at the bottom of the advert and is in a clear sans serif font that encourages brand recognition, which is especially important when audiences need to find titles on a streaming service.

ACTIVITY
5.2

- 1 Binary opposition is the term used to identify a difference between two ideas, people, motivations, etc.
- 2 Binary oppositions create conflict within a narrative, and it is these conflicts that move the narrative forward, as the action seeks some form of resolution.
- 3
 - Good and evil
 - Selfishness and selflessness
 - Right and Left (politics)
 - Individual and community
 - Men and women
 - Science and religion
 - Violence and diplomacy
 - Knowledge and ignorance
- 4 The disequilibrium.
- 5 The fact that a hero works towards a goal and the villain seeks to stand in the way of the hero's success is an example of a binary opposition.
- 6 Requires a personal response.
- 7 Requires a personal response.

ACTIVITY
5.3

Genre	Conflict	Possible audience response
Fitness magazine	Looking good vs not looking good	Lack of self-esteem about looks, possibly leading to the purchase of the product or change in behaviour (going to the gym)
Action-adventure game	Protagonist vs goal	Excitement, tension, exhilaration, immersion

ACTIVITY 5.4	TV CSP name:	<i>The Killing</i>
	Binary oppositions used in the episode	Types of conflict created
	Killer and victim	The first scene is based on the conflict created as the victim attempts to escape her attacker.
	Professional and domestic	The main protagonist has to choose whether to focus on her professional duty or her domestic/romantic life.
	Crime and law and order	The series is based around a quest to reassert law and order after a crime.
	Adults and teens	Teenagers attempt to hide information from adults.

- ACTIVITY 5.5
- The police
 - The dedicated student
 - The kind office worker
 - The reluctant superhero

ACTIVITY 5.6	Character type	Values
	Dedicated student	Hard work, dedication
	Kind office worker	Sympathy, empathy
	Reluctant superhero	Bravery, duty
	Criminal	Dishonesty, greed
	Bullying boss	Exertion of power, cruelty, selfishness
	Super-villain	Megalomania, power-crazed, greed

ACTIVITY 5.7	The police capture a criminal gang and bring them to justice.	Crime doesn't pay as the police are effective.
	The bullying boss is fired by their boss and the office becomes a lovely place to work.	Anti-social behaviour is always punished.
	The superhero defeats the super-villain and all their 'minions' and returns to an anonymous life.	Acting for the greater good can bring its own rewards.

ACTIVITY 5.8

Requires a personal response.

ACTIVITY 5.9

Appearance
Men should be physically large and women should be physically small.

Attitudes and behaviours
Men should be aggressive and women should be calm.

ACTIVITY 5.10

Requires a personal response.

ACTIVITY 5.11	TERM	DEFINITION
	Bricolage	Reference to imagery or sound from other media or cultural products to create meaning.
	Intertextuality	Making new media texts by imitating existing ones – intended to honour the original in some way.
	Pastiche	The creation of media products by combining references from other media or cultural products.

ACTIVITY 5.12

Requires a personal response.

- ACTIVITY 5.13**
- 1 The image combines images from cartoons and religion.
 - 2 The image references Da Vinci's painting *The Last Supper*.
 - 3 Tony Stark, Drax, Stan Lee.
 - 4 The image uses the meaning of *The Last Supper*, a painting with religious and cultural importance, and replaces the religious characters with characters from Marvel comics. The painting implies that Marvel is now more influential than religion.

ACTIVITY 5.14 Requires a personal response.

TERM	DEFINITION
Simulation	Where media representations become indistinguishable from reality.
Hyperreality	The creation of representations that imitate something from real life.
Simulacra	Where the representation itself becomes the reality.

ACTIVITY 5.16 *Love Island* is a **simulation** of 'holidays' and 'holiday romances'. The location and the set dressing act to recreate an ideal holiday location and the casting choices attempt to construct the potential for romance between the contestants. All these active choices act to create an imitation of something related to our real lives, but its construction means that it is a **hyperreal** representation. This **simulation** is exaggerated and idealised and attempts to appear real while being based on cultural myths. The relationships that develop between characters are the outcome of the constructed nature of the show and while they have every appearance of being 'real', the actions of the characters and the relationships that develop are part of the constructed nature of the programme. Contestants and audiences do experience 'real' emotions via the programme but the source of these feelings – the programme has created a **simulacrum** of romance and relationships.

ACTIVITY 5.17 There is no single correct answer in these situations, as our interpretation of meaning is personal and based on our own experiences – especially when interpreting genre codes and conventions.

Situation A

Genre	Soap opera
Audience response/expectation	Expecting domestic storyline
What happens next	The woman chops meat for dinner

Situation B

Genre	Horror/crime drama
Audience response/expectation	Anticipation, fear, shock
What happens next	The man picks up the cleaver to use as a weapon

Situation C

Genre	Fly-on-the-wall documentary
Audience response/expectation	Information on an unconventional lifestyle
What happens next	The woman discusses keeping chickens for food

ACTIVITY 5.18 Answers for two are given below.

CSP	Genre cycle
<i>No Offence</i> or <i>The Missing</i> or <i>Deutschland 83</i>	<i>No Offence</i> can be seen to deconstruct the crime drama genre by featuring female protagonists and including humour within the serious conventions of the genre.
teenvogue.com	
'Letter to the Free'	
The <i>i</i>	
Score	Score is an example of a classical approach to product advertising using an image assumed to appeal to the product's target audience with descriptive text and an illustration of the product.

ACTIVITY 5.19

- 1 teenvogue.com provides traditional 'teen girl magazine' content such as fashion and make-up features, but it also provides video and social media content, reflecting changes in technology since the genre was invented.
- 2 Teen Vogue no longer offers a print version, as audiences tend to prefer to access magazine-style information online.
- 3 teenvogue.com reflects contemporary attitudes to gender and sexuality, covering stories that reflect a fluid approach rather than a conventional fixed one to these topics. The website has a whole section focusing on issues of identity.

Chapter 6 Media representations

ACTIVITY 6.1

- 1 You could discuss the use of voiceover, the symbolic imagery of youth crashing through and destroying an old Gillette advert, the indexical use of speech bubbles to signify cyberbullying, the muted lighting to create a lifeless atmosphere in the boardroom, the use of phone camera footage to create a sense of realism, the on-screen text overlaying the close-up of a small boy to create anchorage, etc.
- 2 The traditional and often positive stereotype of men as being natural leaders in the professional sphere is challenged in the boardroom scene, as the female's reaction to the dominant male's undermining of her is focused on. This aggressive behaviour is being represented negatively, positioning the audience to challenge the dominant ideology of what is appropriate behaviour in this context.
- 3 When hegemonic ideas are challenged this can be seen to threaten the status quo – usually by those who benefit from the hegemony. This challenge to some aspects of hegemonic masculinity has been responded to by some commentators as a power grab and as ideas that undermine the 'naturally' dominant position of the male.

ACTIVITY 6.2

TERM	DEFINITION
Biological sex	Categorisation based on social roles that are socially constructed but are linked to biology.
Gender	Categorisation using physiological differences (e.g. chromosomes, anatomy, reproductive systems).

ACTIVITY 6.3

Masculine	Feminine
Muscular	Petite
Competitive	Collaborative
Aggressive	Cooperative
Professional/breadwinner	Domestic/nurturer

ACTIVITY 6.4

- Domestic sphere – feminine. The private world of the home and family.
- Social sphere – masculine when in public – feminine if linked to the private world of the domestic sphere.
- Professional sphere – masculine. The public world of work.

ACTIVITY 6.5

Patriarchy is: a system where men exert power and control.

ACTIVITY 6.6

The female in the Mustang advert is depicted in a flirtatious pose, identifying her as a sexualised object. The fact that the USP (unique selling point) for the car is that it comes in pink reflects the stereotype of women being obsessed with make-up and having little interest in the practicalities of driving a car. As driving is traditionally seen as a masculine activity, the advert invites women into this world but only via her feminine interests, leaving 'serious' driving and discussion about cars and motoring as a masculine activity. These representations reflect a patriarchal point of view of women being vain and shallow, which reinforces the dominance and power of men in this context.

ACTIVITY 6.7

- 1 The women on the front covers are being offered to the female target audience of each magazine as ideals of femininity. This ideal is defined by the attractiveness of each of the women. The women are valued because of their looks, and their attractiveness provides a voyeuristic pleasure that supports the idea of the male gaze. All are making eye contact with the camera to show they are accepting the idea that they are being gazed on.
- 2 The front covers act to encourage women to judge other women using the male gaze – valuing them for their looks and the presentation of their sexuality. The magazines encourage the readers to view themselves in the same way, offering content that allows women to transform themselves into objects worthy of the gaze.

ACTIVITY 6.8

Requires a personal response.

ACTIVITY 6.9

The model on the front cover of *Oh Comely* is coded as both feminine (earrings) and masculine (short hair and body language). This makes it difficult to see the image as a sexualised one, as the definition of the model's sexuality is not clearly heterosexual. This rejects the traditional male gaze, as the model cannot be perceived as a heteronormative sex object. The model is attractive, but the facial expression is not welcoming the gaze and the anchorage created by active words such as 'power', 'wisdom' and 'strong' connotes values that are not based on appearance. The coverlines also create connotations of masculinity (power), with ideas associated with femininity (poise) again avoiding a simplistic approach to gender that subverts the masculine power of the gaze.

ACTIVITY 6.10

Requires a personal response.

ACTIVITY 6.11

Requires a personal response.

ACTIVITY 6.12

Requires a personal response.

ACTIVITY 6.13

	Professional sphere	Social sphere	Domestic sphere
Changes in men's lives since the late 1960s	Women are now better represented in the workforce and are likely to be the 'boss' and/or earn more than men.	There are fewer men-only social events.	Men no longer automatically hold economic power.
Changes in women's lives since the late 1960s	Women's options for careers have increased.	Women's social lives have expanded into the public sphere.	Women may now share childcare responsibilities with their partners.

ACTIVITY 6.14

Requires a personal response.

ACTIVITY 6.15

- | | | | |
|------------|-------|-------|------|
| 1 Feminine | 3 Yes | 5 Yes | 7 No |
| 2 Weakness | 4 Yes | 6 Yes | |

ACTIVITY 6.16

Requires a personal response.

ACTIVITY 6.17

- Butler defines this as 'stylised repetition of acts' – our gender is something we do.
- Different behaviours may be appropriate in different contexts regardless of biological sex.
- Vin Diesel's pose on the front cover of *Men's Health* is performative. The foregrounding of his arms and the stern facial expression combine with the choice of costume (jeans and T-shirt) to present an idea of a traditional, unemotional working-class male who, on the surface, is not concerned about physical appearance. This idea of masculine identity is contradicted by the content of the magazine, as the target audience are encouraged to be concerned about their looks and spend money to achieve a physical ideal. The audience are being guided into a successful performance of this type of masculine identity.
- Requires a personal response.

ACTIVITY 6.18

- Where one culture can dominate or influence another through the communication of ideas and values in the mass media.
- The reduction of a person or group to a state of being insignificant or excluded.
- The presence of several distinct cultural or ethnic groups within a culture.

**ACTIVITY
6.19**

Requires a personal response.

**ACTIVITY
6.20**

Requires a personal response.

**ACTIVITY
6.21**

Japanese culture is being represented as magical and mystical in the Yakult advert. This is created by the use of the 'fairy tale' mise-en-scène and special effects. The product is identified as being scientific rather than magical and so acts as a binary opposition to the magical setting of the advert. The company that produces Yakult is Japanese and the advert plays on the orientalisering of Japan by the West to promote this health drink.

**ACTIVITY
6.22**

- 1 The video for 'Letter to the Free' is set in a US prison and the lyrics of the song refer to the history of slavery in the US. This distinct cultural experience is being used to connect the current situation of mass incarceration in the US to the treatment of African-Americans in the past during slavery and segregation.
- 2 The T-shirt worn by the keyboard player reflects the development of a specifically African-American musical culture, with references made to genres such as soul and funk. These references are also made in the music itself, which has elements of African-style rhythms that combine with jazz, blues and hip-hop conventions. This reflects the cultural development that comes from the diaspora.
The political nature of the song, challenging and criticising the white US power structures, represents the idea that 'the Black Atlantic' is an expression of survival and freedom – it demonstrates that a culture can persist despite the worst horrors of slavery or mass incarceration. This subverts the historical power relationship between black and white culture. The song itself, with its musical 'collision and negotiation' of genres, represents the powerful creative force in African-American culture.
- 3 The video avoids traditional stereotypes of African-American culture. Although it uses the mise-en-scène of a US prison, African-American culture is not represented using the stereotype of the criminal or 'gangsta' black male. This stereotype is subverted, as the prison is empty so the image of an African-American convict is not shown. Instead, the 'inhabitants' of the prison (the musicians) can be seen as symbols of a much more positive idea of African-American culture based on musical and entrepreneurial success.
- 4 The video's prison setting reflects a conventional representation of African-American culture in the modern US of stereotyping African-American males as criminals. The video reflects the duality of African-American identity, where this dominant stereotype is juxtaposed with positive representations of African-American musical culture. There is a direct reference made to this clash, with the musicians being shown next to a sign saying 'no excessive noise'. These two ideas about African-American culture represent a potential 'double consciousness' of ethnic and cultural identity.

**ACTIVITY
6.23**

Term	Definition
Diaspora	The spread of a race or culture to many different places.
Cultural absolutism	The idea that all members of a culture share the exact same cultural experience.
Double consciousness	The state of having a racial identity based on a racial heritage/history (e.g. African) and also an identity based on the current experience of cultural identity (e.g. American).

Chapter 7 Media audiences

**ACTIVITY
7.1**

The media product is a poster/advert promoting the televised broadcast of a Taylor Swift live performance.

The primary target audience would be Taylor Swift fans and the artist's name is displayed near the centre of the image. The poster is dominated by an image of Swift so the 'content' of the broadcast is communicated clearly. Fans will also recognise the name of Swift's album and the advert uses the same font as used on it to ensure recognition reinforcing the album's brand identity.

The choice of the gothic font, Swift's costume and the red, smoky background could also appeal to those who are not necessarily fans. The media language choices made in the advert reference the conventions of other music genres such as rock, and this could imply that the music may go beyond the expected country-pop that Swift is known for. These conventions may draw in people who wish to be entertained by music and live performance, and, perhaps, those who are curious about Taylor Swift. The live performance is being screened by Netflix so is easily accessible to a large audience. The poster identifies the show as being culturally important by describing it as a 'global event' and this could appeal to audience members who seek social interaction, as this implies the broadcast will be a topic of conversation afterwards.

Swift is a recognisable artist and it would be safe to predict a high-quality performance with high production values. This could appeal to the mainstreamer audience group that seeks familiarity and value. As a renowned artist, aspirers may also be attracted to the show. Explorers who are unfamiliar with her live performances may also find the broadcast appealing.

ACTIVITY 7.2	For example:				
	<i>Star Trek</i>	<i>Doctor Who</i>	<i>Veronica Mars</i>	<i>Taylor Swift</i>	
	<i>Star Wars</i>	<i>Harry Potter</i>	<i>Gears of War</i>		

ACTIVITY 7.3	Different fandoms behave in different ways, but these are some common fan behaviours:	
	<ul style="list-style-type: none"> multiple viewing cosplay buying merchandise online communication between fans 	<ul style="list-style-type: none"> attendance at shows/conventions/special screenings, etc. fan-fiction fan-art

ACTIVITY 7.4	a) devoted	c) devoted	e) avid	g) avid
	b) avid	d) casual	f) avid	h) devoted

ACTIVITY 7.5	1 Participatory culture is a culture defined by interaction, creation and sharing rather than simply consuming.	
	2 A prosumer is based on the idea that fans are often both producers and consumers of media products. A fan of a pop star may also engage in social media communications and the creation of fan-art, as well as being an active consumer of the pop star's music.	
	3	<ul style="list-style-type: none"> Creating walkthroughs Creating reaction videos Fan-fiction Creating game reviews Writing a blog about the game Fan-art
	4 Textual poaching takes something from existing media products and uses it in the creation of new content.	

ACTIVITY 7.6	TERM	DEFINITION
	Participatory media	Where the messages are passed directly from media producer to audience.
	Interactive media	Where elements of production are created by the audience.
	User-generated content	Where the audience is asked to contribute to discussion or communicate their ideas to the producer.
	Top-down media	Where the audience contributes to production decisions.

ACTIVITY 7.7	1	
	Smartphones	Portable devices with a wide range of functions and good quality screens made access to the internet easier.
	Broadband	Fast and affordable access to the internet.
	4G	Allowed fast access to the internet in most locations.
	Tablets	Larger screen provides a better user experience.

2	
YouTube	The platform allows amateurs to upload videos and audiences can comment on them.
Wikipedia	Anyone can contribute information or edit the online encyclopaedia.
WordPress	Allows anyone to self-publish a blog.
Instagram	Encourages the publishing of photographs and comments.
Twitter	Allows anyone to engage in mass communication, giving amateurs a global platform.

ACTIVITY 7.8	Digital natives
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ACTIVITY 7.9	Requires a personal response.
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**ACTIVITY
7.10**

Requires a personal response.

**ACTIVITY
7.11**

Type of sharing	Examples
Personal sharing	e.g. posting holiday videos on YouTube
Communal sharing	e.g. being part of a fan community
Public sharing	e.g. contributing to a Wiki
Civic sharing	e.g. engaging in an online political campaign

**ACTIVITY
7.12**

Convergence is the act of merging traditional media forms with digital platforms, e.g. a newspaper offering an online edition.

**ACTIVITY
7.13**

Citizen journalism is a term used to refer to when news stories, images or videos are provided by 'citizens'. One example of this was when a plane landed on the Hudson River in New York and all the images used in newspapers and on the news were sourced from people's mobile phone photographs and videos.

Citizen journalism challenges the power of news providers and journalists, as members of the public now have opportunities to shape the way the news is reported.

**ACTIVITY
7.14**

- 1 b Creating a music video with lots of sexual imagery.
- 2 b Writing a tweet that supported a controversial point of view.
- 3 a Writing a headline for an article based on a made-up scandal.

Chapter 8 Media industries

**ACTIVITY
8.1**

Advertising	ASA - Advertising Standards Authority
Television	Ofcom - Office of Communications
Newspapers	IMPRESS - Independent Monitor for the Press and IPSO - Independent Press Standards Organisation
Magazines	IMPRESS and IPSO
Film	BBFC - British Board of Film Classifications
Games	PEGI - Pan-European Game Information
Radio	Ofcom
Online media	A combination of Ofcom, internet service providers (ISPs) and online platform providers

**ACTIVITY
8.2**

A TV series	A music track
<ul style="list-style-type: none"> • Advertising revenue when being broadcast (dependent on the size of the audience). • Income from views of trailer, clips and extra features on YouTube. • Licensing agreement sold to streaming service. • Sale of DVDs/digital downloads. • Sale of related merchandise: T-shirts, books, magazines, mugs, stationery, etc. • Sale of idea to media producers around the world. 	<ul style="list-style-type: none"> • Income per play on Spotify. • Income from views on YouTube. • Sale of hard copy and digital downloads. • License song for use in a game, film, advert, etc.

**ACTIVITY
8.3**

- 1 Diversification is the act of producing different products and/or targeting different audience groups.
- 2 Teen Vogue was launched in 2003, targeting a younger audience but retaining aspects of its parent magazine's brand (Vogue).

ACTIVITY
8.4

- 1 Convergence is the act of using multiple media platforms to find and communicate to an audience.
- 2 The *Guardian* is a UK broadsheet newspaper that was founded in 1821. It is a daily, printed newspaper and some editions contain additional supplements such as an entertainment guide or arts and culture features. Its content is also available online via a website, which has UK, US and Australian 'editions'. The *Guardian* also communicates using social media, publishes podcasts and has a video channel on YouTube. It is an example of a media company engaging in digital convergence.

ACTIVITY
8.5

Requires a personal response.

ACTIVITY
8.6

- 1 Both of these print products moved to being online only. The *Independent* ceased printing in March 2016 and in November 2017 it was announced that *Teen Vogue* magazine would no longer be available as hard copy.
- 2 Both publications had seen sales drop dramatically and the costs of printing and distributing hard copies also impacted on their profits. Going online-only reduced costs and allowed the publications to become more specialised.

ACTIVITY
8.7

- 1 horizontal integration
- 2 vertical integration

ACTIVITY
8.8

Media conglomerate

ACTIVITY
8.9

All of them could be the outcome.

ACTIVITY
8.10

- 1 Facebook
- 2 Apple
- 3 Amazon
- 4 Netflix
- 5 Google

ACTIVITY
8.11

- 2 **Cultural imperialism** is the process of promoting one culture's values and practices over others.

ACTIVITY
8.12

- Social media: Facebook, Twitter, Instagram, etc.
- Comments in online news sites
- YouTube channels
- Citizen journalism
- Reddit groups

ACTIVITY
8.13

Requires a personal response.

ACTIVITY
8.14

Requires a personal response.

ACTIVITY
8.15

Requires a personal response.

**ACTIVITY
8.16**

The BBC is *regulated* in the same way as all other media companies. The BBC offers online content and is both a *publisher* and a *broadcaster*. Initial regulation is provided by *UK law* and all of the BBC's activities and content must be *legal*. For example, it is *illegal* to 'incite violence'. The BBC has a *legal responsibility* that covers all its employees and anyone who *contributes* to or provides BBC content. *Ofcom* regulates the broadcast media industries while *IPSO* and *IMPRESS* regulate the print media industries.

The BBC is a *public service broadcaster*. The funding of the BBC is unique as it receives most of its income via the *licence fee*. This is a payment made by most adult UK *residents* and it is a legal requirement that allows access to *broadcast* and *online* content. Failure to pay the TV licence when accessing the BBC's content is punishable via a *fine*. This means the BBC is answerable to the *British public* and the *government*. Since 2017 the BBC is governed by an agreement made in a *Royal Charter* that sets out the objectives and the mission of the BBC. The charter defines the ways the BBC must provide a *public service*.

The governance of the BBC is undertaken by *the board* (of governors) who check that the BBC meets the requirements of the Charter. The Director General of the BBC is on the board. Other members of the board are appointed by the *government* and the board reports directly to the government. Each year, the BBC publishes an *annual report* that details how it is performing against the requirements of the Charter. The BBC has to prove that it is managing the money received from the public well and that it is working '*in the public interest*' at all times.

**ACTIVITY
8.17**

- 1 Parental locks and child-only settings can be applied to browsers, social media and streaming services to ensure that children can only access certain types of content. Netflix allows for multiple accounts to be set up so that different users have different access permissions.
- 2 Requires a personal response.

**ACTIVITY
8.18**

Requires a personal response.