

PiXL Independence:

Media Studies - Student Booklet

KS5

Industries

Contents:

- I. Multiple Choice Questions – 20 Credits
- II. Short Answer Questions – 10 Credits
- III. Hyperlinks for Reading – 50 Credits
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- V. Exam Style Questions – 80 Credits

i. Multiple Choice Questions

Answer the questions that explore the themes of this unit. You will need to draw on your knowledge and wider reading to support you in completing this.

20 credits for completing this quiz.

1. Who are the theorists who believe that the rise of convergent media technologies has made the regulation of media more difficult?
 - a. Leveson and Lint
 - b. Livingstone and Lunt
 - c. Lattesan and Lont

2. What is the key term for when a company buys out other companies that then enable them to complete other parts of the production process like distribution or exhibition?
 - a. Horizontal Integration
 - b. Vertical Integration
 - c. Convergence
 - d. Synergy

3. Which institution is the regulatory board in charge of the Advertising industry in the UK?
 - a. PEGI
 - b. ASA
 - c. BBFC

4. What is the theory relating to industries by David Hesmondhalgh?
 - a. Cultural Industries Theory
 - b. Social Industries Theory
 - c. Community Industries Theory

5. What is the key term for the time after which more adult shows may be shown on television?
 - a. Watershed
 - b. Waterbarn
 - c. Wateroffice

6. What do Curran and Seaton believe is the result of the fact that a small number of companies produce the vast majority of our media?
 - a. It makes our media less regulated, and less easy to censor
 - b. It makes our media less profit driven and more adventurous
 - c. It makes our media less creative and diverse, and lower quality

7. What is the key term for sites that allow people to ask the general public to donate money to help them achieve a goal?
 - a. Groupfunding
 - b. Crowdfunding
 - c. Societyfunding

8. Which theorists came up with the idea of 'news values'?
 - a. Blumler & Katz
 - b. Bandura & Ross
 - c. Galtung & Ruge

9. What was the name of the enquiry into press ethics in 2011 and 2012?
 - a. Leveson Enquiry
 - b. Lawson Enquiry
 - c. Leaderson enquiry

10. What regulatory body would an audience contact to make a complaint about a TV programme being offensive?
 - a. Ofcom
 - b. Ofcam
 - c. Ofcim

ii. Short Questions

Each question answered is worth 10 credits.

1. Explain what is meant by Public Service Broadcasting.
2. What role does Ofcom play in the TV industry?
3. Explain what a media conglomerate is.
4. Explain 1 benefit and 1 disadvantage of using the internet to distribute a film.
5. Give 2 examples of very low budget marketing techniques that a film distributor could try and for each one explain why they might help to sell the film.
6. Explain what 'censorship' is.

iii. Hyperlinks for Reading

Read each of the articles below. They have strong links and themes to the unit of study but also focus on Business as a holistic topic. Once you have completed your reading of each, summarise the key points in a bullet point format. You should aim for between 5 – 10 significant points from each article.

50 credits for each summary completed

1. Institutions overview
<http://www.bbc.co.uk/education/guides/zqrdxsg/revision>
2. Livingstone's Ideas of Web Regulation
<https://www.theguardian.com/society/2004/jul/21/childrenservices.comment>
3. Fake News on Facebook
<https://www.bloomberg.com/news/articles/2017-10-30/facebook-stumbles-with-early-effort-to-stamp-out-fake-news>
4. Struggles facing video game industry
<http://cogsagency.com/2016/05/the-challenges-facing-game-developers-in-2016/>
5. Globalisation of UK TV
<https://www.theguardian.com/media-network/2015/nov/03/globalisation-uk-tv-industry-webchat-things-we-learned>
6. Convergence
<https://www.britannica.com/topic/media-convergence>

iv. Academic Reading

The following chapters/books/academic articles have been chosen for you to help in extending your understanding of this theme. They will have value in other units as well. You should read the selected items and compose a 200 – 300 word summary of the main ideas found.

150 credits are awarded for each summary provided

1. Title: Media and Meaning

Link: https://www.amazon.co.uk/Media-Meaning-Introduction-Colin-Stewart/dp/0851708439/ref=sr_1_2?ie=UTF8&qid=1507126545&sr=8-2&keywords=media+and+meaning

Pages: 8-12

Topic: Institutions – An Introduction

2. Title: Studying the Media

Link: https://www.amazon.co.uk/Studying-Media-3Ed-Introduction-Sullivan/dp/0340807652/ref=sr_1_1?ie=UTF8&qid=1509370450&sr=8-1&keywords=studying+the+media

Pages: P140-146

Topic: Institutions and Power A-level

3. Title: Key Concepts & Skills for Media Studies

Link: https://www.amazon.co.uk/Key-Concepts-Skills-Media-Studies/dp/B00GEJGYVU/ref=sr_1_16?s=books&ie=UTF8&qid=1509370467&sr=1-16&keywords=key+concepts+and+skills+media+studies

Pages: P109-114

Topic: Media ownership and institutions case studies

4. Title: An Introduction to Studying Popular Culture

Link: https://www.amazon.co.uk/Introduction-Studying-Popular-Culture/dp/0415157668/ref=sr_1_cc_1?s=aps&ie=UTF8&qid=1507283548&sr=1-1-catcorr&keywords=an+introduction+to+studying+popular+culture

Pages: P157-170

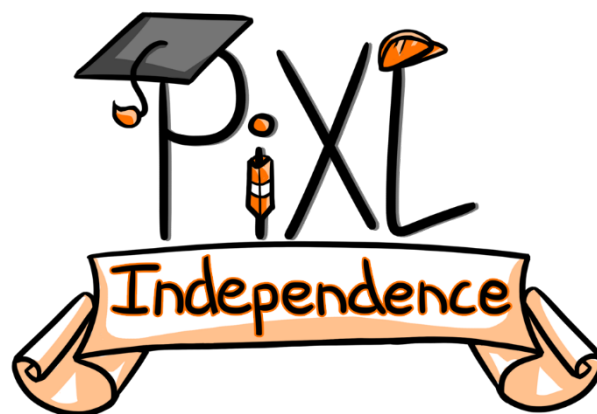
Topic: Public Service Broadcasting and TV Channels

v. Exam Style Questions

To prepare you for the parts of your exams which require you to complete the following exam style questions. The time you should give yourself will vary depending on what exam board your school is following.

80 credits are awarded for each completed question

1. Explain how the development of Netflix has changed the way the TV industry operates.
2. What effect does regulation have on a company's ability to distribute a product globally?
3. Discuss how Channel 4 struggles to balance being both a Public Service Broadcaster, and a commercial channel.
4. What are the main arguments for and against the regulation of the video game industry.
5. Analyse the impact of technological convergence on the production, distribution and consumption of magazines.
6. What are the arguments for and against continuing to operate a Public Service Broadcasting system in the TV industry, funded by license fees?
7. Explain how ownership in the newspaper industry often shapes the content of the papers themselves.
8. To what extent are crowdfunded media products more naturally diverse and original? Include Curran & Seaton's theory in your answer.
9. Discuss some of the main ways in which film institutions try to minimise risk and maximise audiences, using Hesmondhalgh's theory in your answer.



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