

Revise Media Industries

Please read through pages 78-89 of the 'Media Studies – Key Concepts' booklet and answer the following questions (see page references to find the specific answer).

Media Production

1. What are the four stages of media **production** – **p.78**?
1. What is **brand identity** and how do media companies establish/communicate it – **p.78**?
2. What is meant by a brand's **ethos** – **p.78**?
3. What political ideology is supported by most of Rupert Murdoch's news output – **p.79**?
4. What is the difference between **high** and **low production values** – **p.79**?
5. Name three types of **traditional media** and three types of **new media** – **p.80**.
6. What is **media convergence** and what does it allow audiences to do – **p.80**?
7. What is **cross-platform marketing** – **p.80**?
8. What is the difference between **corporate** and **independent** media – **p.81**?
9. What is a **monopoly** and why are they bad for **consumers** – **p.81**?
10. What is an **oligopoly** and give one example within media industries – **p.81**.
11. What is the difference between **vertical** and **horizontal integration** – **p.81**?
12. Why do companies **merge** and **acquire** smaller companies? What does it allow them to do – **p.82**?
13. Why are **corporate** media companies less likely to take **creative risks** – **p.82**?
14. What is **commercial** media made for – **p.82**?
15. Name six different ways media producers can make money – **p.82**.
16. What does **PSB** stand for – **p.83**?
17. What is the UK's "biggest" **PSB** and how is it funded – **p.83**?

18. What is **public-service content**? What do **PSBs** offer, which **commercial broadcasters** don't – **p.83**?
19. What did **Marshall McLuhan** mean by the term "**global village**"? How has the internet helped interaction between nations – **p.83-84**?
20. How and why do Hollywood films increasingly target Chinese audiences – **p.84**?
21. What is the difference between **regional, national** and **international** media – **p.84**?
22. What evidence do we have that media producers are powerful – **p.85**?
23. What is **hegemony** and how does the media help maintain **hegemonic** power structures – **p.85**?
24. What does the term "**gatekeeper**" mean in media studies – **p.85**?

Media Regulation

25. What is the purpose of **regulation** – **p.86**?
26. What would happen if media industries weren't **regulated** – **p.86**?
27. Why is it important that media is not regulated by the government – **p.86**?
28. What are the advantages and disadvantages of copyright law – **p.86**?
29. Who **regulates** the film industry in the UK – **p.87**?
30. What different age **ratings** can be issued to films on cinema and DVD release – **p.87**?
31. Who **regulates** the TV industry in the UK – **p.87**?
32. What is the purpose of the 9pm **watershed** – **p.87**?
33. Who **regulates** the computer/video game industry in the UK – **p.87**?
34. What age-rating system does the video game industry use – **p.87**?
35. What different age ratings can be given to video games – **p.87**?
36. Who **regulates** the newspaper and magazine industries in the UK – **p.88**?
37. Why was the previous newspaper and magazine regulator replaced in 2014 – **p.88**?
38. Who **regulates** advertising in the UK? What does this organisation ensure that adverts do (and not do) – **p.88**?
39. Name two bodies which help **regulate** the music industry in the UK – **p.88**?
40. Why is difficult to effectively regulate the media – **p.89**?

41. What's the difference between **citizens** and **consumers** (how do their *needs* differ) – p.89?