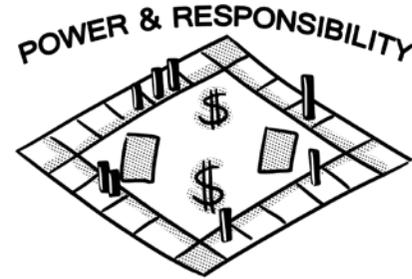
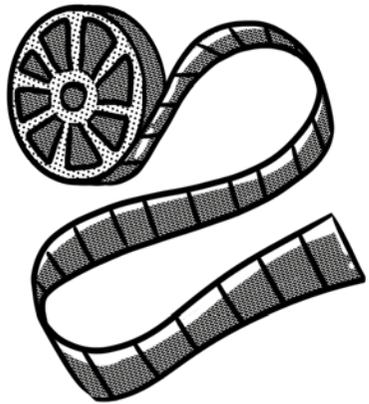
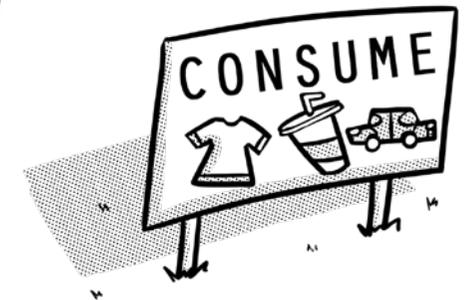
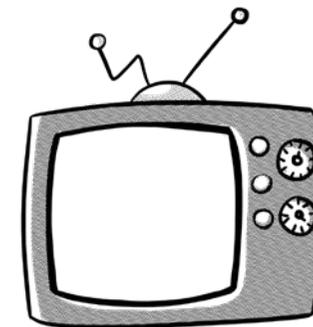
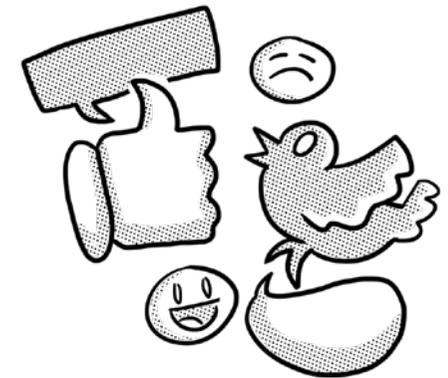
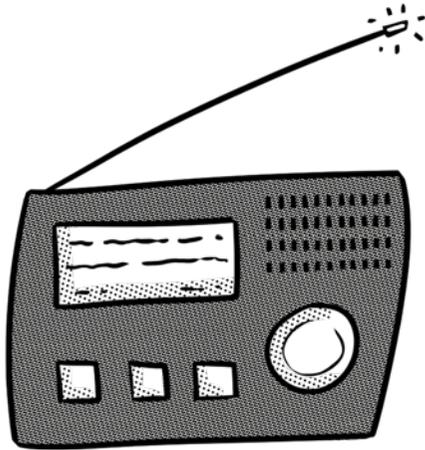


# GCSE Media Industries



## PiXL Media Studies



KnowIT

### **Industries and Technologies**

- There are many challenges for media regulation presented by 'new' digital technologies. Explore and explain the debates about:  
Online, **social networking abuse** and **bullying**.  
**Online anonymity**.  
**Rights** and **responsibilities** of ISPs and social networks.  
**Public interest** versus **rights of the individual**.

### **Industries and Ownership**

- Explore the effect of **ownership** and **control** of media organisations on the products produced within that industry.
- Write your own definitions for the following **ownership** terms:  
**Conglomerate ownership**.  
**Diversification**.  
**Vertical** integration.  
**Horizontal** integration.

### **Industries and Funding**

- Can you research the different ways media products are **funded**? Produce a fact sheet explaining this information for new GCSE Media Studies students. You should include links to sources of information. In your opinion, how important is funding in determining the **success** of a media product? Can products with limited funds become successful with mainstream audiences?
- There are many different forms of **funding** across the nine areas of the media. Explain the following then compare their **importance** within the media industry (how do they shape the products they fund?):  
Role of **television licence**.  
**Advertising** (direct sales).  
**Sponsorship**.  
**Product placement**.  
**Charity funding** (the voluntary sector).

### **Industries and Media Production**

- You need to have an understanding of how the media industries' processes of **production**, **distribution** and **circulation** affect media forms and platforms. Choose three different mediums and research how production, distribution and circulation within that medium varies between texts that are produced by **global corporations** and those produced by **smaller independent companies**.
- You need to show an understanding of **patterns of ownership**. Explain what is meant by the following terms:  
**Mergers**.  
**Demergers**.  
**Takeovers**.  
**Concentration of ownership**.
- Produce an **infographic** exploring these key terms.

# **MEDIA INDUSTRIES**

*noun:*

**A collection of businesses that produce and distribute media content**

### **Industries and Convergence**

- Explain the term **media convergence**, find examples of this in contemporary media and explore the impact it has on **production** and distribution of **media texts**. What is the impact of cross media ownership on **audiences** and **producers**?

### **Industries and Regulation**

- You need to have an understanding of the nature of regulatory bodies in the UK, carry out research into each of these regulatory bodies and produce a short animation or an infographic explaining their purpose within the media:  
The **Office of Communications** (Ofcom).  
The **Independent Press Standards Organisation** (IPSO).  
The **Video Standards Council** (VSC).  
The **British Board of Film Classification** (BBFC).  
The **Advertising Standards Authority** (ASA).  
**Pan European Game Information** (PEGI).