Media Studies Year 11

Therapy and Testing

Key Focus: Media Industries
Area of Understanding

To reach the top grades, students need to demonstrate knowledge and understanding of how the media industries’ processes of production, distribution and circulation affect media forms and platforms.

Q. What does this mean?
Key Terminology

Can you write a definition of each of these media terms?

• Concentration of ownership
• Conglomerate ownership
• Merger
• Demerger
• Takeover
• Diversification
• Convergence
• Synergy

To test your understanding can you put each of these into a sentence when discussing any of your set texts for the exam?
Industry Key Issues

The theoretical framework of Media Industries largely refers to the business side of the media. This is vital to understand as the majority of media texts that we see everyday are produced for commercial purposes. There are media texts that are produced as not-for-profit texts and there are government funded media products too that are produced for a variety of purposes, largely to inform and educate people. However, the vast majority of media products that we consume, and that you have to discuss in the exam, are produced by commercially driven media industries (this means they exist to make money).

Task: Identify which of your set texts are not commercially driven, what is their specific purpose?
Cultural Imperialism

Within Media Studies this refers to certain cultures spreading their views, opinions and ideologies across other cultures through their dominant presence within that culture’s media. The most obvious example is the current dominance of film and TV media products from America, reflecting (US) western values and ideologies in countries all across the world.

Q. What are the key issues with cultural imperialism and its potential impact within a society?

Q. Where can you find examples of cultural imperialism across your set texts?

Q. Why do you think US funded media is so prominent across the globe?
Convergence

Convergence plays a key role in the film marketing industry, often either through **vertical integration** or working in **synergy** with other corporations, film producers will work with other media companies to broaden the scope of their marketing and ensure they reach as many in their target audience as possible.

**Task:** Find an global media conglomerate that works within the film industry. Choose a recent film release and explore how they have used convergence with other media producers to broaden the scope of their marketing campaign.

Q. What methods did your film marketing set text use to engage the target audience and promote the release of the film?
I understand media productions can be produced by large organisations, by groups and by individuals.

I understand that the production process plays a role in shaping media products.

I understand how media industries operate in convergence with one another.
Official Bodies

Part of the GCSE study of institutions is gaining a greater understanding of regulatory bodies that operate within the UK. Each of the regulatory bodies that exist within the UK are examples of self-regulation, it is only OFCOM that is backed by the government. You should be aware of the bodies that are connected to your set products and the impact that these have on the final media texts that are produced. The next set of slides will outline the key bodies operating in contemporary UK media (from aqa.org.uk).

Task: Produce your own infographic explaining the function of each of these and the role they play within the media. You should then match them up with your set products and explain how they have shaped these media texts.
Ofcom (the Office of Communications)

In the UK, OFCOM is the only government-backed regulator. Ofcom has statutory powers to regulate television and radio output as well as aspects of broadcasting, including radio and mobile spectrums and the operations of postal, telephone and broadband services. It has no responsibilities for other areas of the media, apart from when these appear on radio or TV broadcasts (for example, a film or game cut-scene shown as part of a broadcast TV programme), although this would be in relation to the parent programme/channel rather than the embedded product.

Ofcom took over regulation of the BBC from the BBC Trust at the beginning of 2017.

Official Website: www.ofcom.org.uk
The Independent Press Standards Organisation (IPSO)

The Independent Press Standards Organisation regulates those newspapers and magazines which have signed up to its Editors' Code of Practice. IPSO’s self-proclaimed role is to be an independent regulator of the newspaper and magazine industry, promoting and upholding professional standards of journalism in the UK and supporting members of the public where they believe that the Editors' Code has been breached. IPSO can require that newspapers publish prominent corrections and critical adjudications. It may also fine publications in some cases.

It should be noted that some publications (notably The Financial Times and The Guardian) have not joined IPSO and that IMPRESS acts as an alternative press regulator, albeit one with little authority since few major publications have signed up to its Code of Practice.

Official Website: www.ipso.co.uk
The Video Standards Council (VSC)

The Video Standards Council’s responsibility is to administrate the PEGI system. The VSC was set up in 1989 and has been responsible for the age ratings of video games sold in the UK since 2012, which is done through a sub-body, the Games Rating Authority (GRA).

The GRA also rates games for at least 30 other European countries.

Official Website: www.videostandards.org.uk
The British Board of Film Classification (BBFC)

The BBFC was founded by the film industry in 1912 and is responsible for the national classification of films exhibited at cinemas and any video materials (such as television programmes, trailers, adverts, menus, bonus content etc.) released on physical media within the UK. It is required to classify videos, DVDs and, some video games. The BBFC uses its own rating system.

It should be noted that the BBFC only has very limited powers to impose edits or to “ban” films; local councils have the power to decide whether or not films are shown in cinemas within their areas, but they generally follow the advice of the BBFC.

Official Website: www.bbfc.co.uk
The Advertising Standards Authority (ASA)

ASA The Advertising Standards Authority (ASA) is the self-regulator of the UK advertising industry.

It is self-funded by the advertising industry with a role focused on regulating UK adverts through investigation of complaints and deciding whether these break its advertising standards codes.

Official website: www.asa.org.uk
Pan European Game Information (PEGI)

PEGI is a European video game content rating system established to help European consumers make informed decisions when buying video games or apps through the use of age recommendations and content descriptors.

It was introduced in 2003 and replaced many national age rating systems with a single European system. The PEGI system is used in more than thirty countries.

Official website: www.pegi.info/
### Reviewing your Learning

I understand the role of these regulatory bodies in the UK:

- 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).
Commissioned by The PiXL Club Ltd.

This resource is strictly for the use of member schools for as long as they remain members of The PiXL Club. It may not be copied, sold, or transferred to a third party or used by the school after membership ceases. Until such time it may be freely used within the member school.

All opinions and contributions are those of the authors. The contents of this resource are not connected with, or endorsed by, any other company, organisation or institution. These papers were made by teachers in good faith based upon our understanding to date.

PiXL Club Ltd endeavour to trace and contact copyright owners. If there are any inadvertent omissions or errors in the acknowledgements or usage, this is unintended and PiXL will remedy these on written notification.