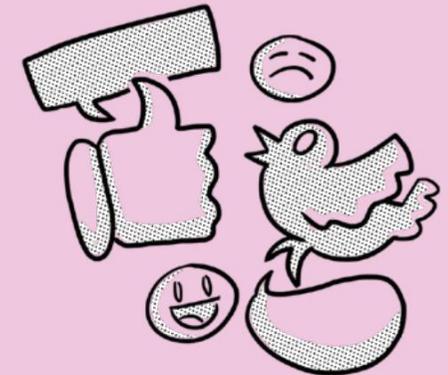
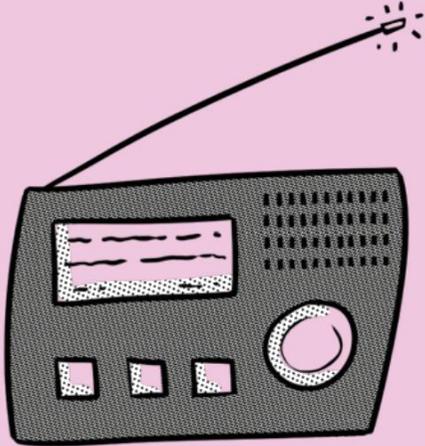


PiXL Media Studies



Industries and Technologies

- There is no doubt that **technological growth** and **developments** have changed the media landscape and the way audiences consume media products. Referring to the work of contemporary media theorists such as **Henry Jenkins** and **Clay Shirky**, produce a magazine article (for a publication such as the **Media Magazine**) that explores the ways in which new technologies have changed the way producers **produce, distribute** and **market** media products. You should include key facts and quotes in your article, alongside examples across the nine different media forms in your double page article.

Industries and Funding

- In order to understand how **funding** works you are going to produce three different pitches to secure funding for a new **media product** (for example a new film or TV series). Each pitch will aim to secure funding from a different source. The three sources are:
 - Government funded.**
 - Not-for-profit.**
 - Commercially funded.**
- Think about how you would tailor your pitch to suit the needs of each **funding source**. You should then write and deliver your pitch, addressing how your product would meet the needs of the **target audience** alongside the funding source.

Industries and Regulation

- In order to understand **regulation** you need to be able to explain how regulation has played a role in shaping the media products audiences consume. Create a GCSE lesson explaining and exploring the function of regulation within the media on a **national** and **global scale**. Within this, you should explore the different types of regulation that function on a national and global scale.

MEDIA INDUSTRIES

noun:

A collection of businesses that produce and distribute media content

Industries and Media Production

- Explore the pros and cons of the **concentration of media ownership**. In your opinion, is it a good thing for **audiences** and **producers**?
- How has the concentration of media ownership affected the ways in which **audiences access** and **consume** media texts?
- In your opinion, how do media products reflect the **social, cultural, historical** and **political** contexts in which they are made?

Industries and Ownership

- Two key terms within the area of media ownership are:
 - Globalisation.**
 - Cultural imperialism.**
- In order to fully understand these, you should carry out research into these two terms and find examples of how these have affected different **cultures**, focusing on examples across the nine different media forms. Can you find examples of newspaper and magazine articles (from publications such as **The Guardian** and **Media Magazine**) that explore the impact of these two terms within the modern media landscape?

Industries and Convergence

- In order to understand **convergence** fully you need to have a clear understanding of the impact of convergence within media industries across **different platforms**. Choose an industry to explore, assessing how convergence has played a role in **shaping** that specific industry. Refer to specific examples/evidence.
- You also need to have a secure understanding of **cross media ownership**. Can you find examples of convergence between **content** providers, **network** providers and **platform** providers?