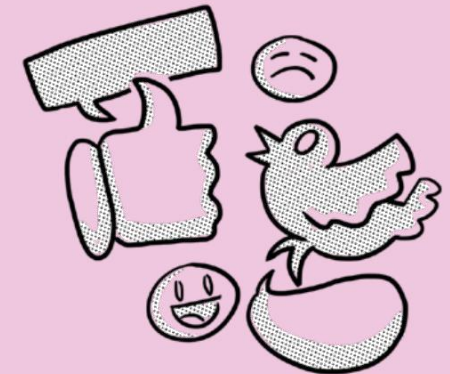
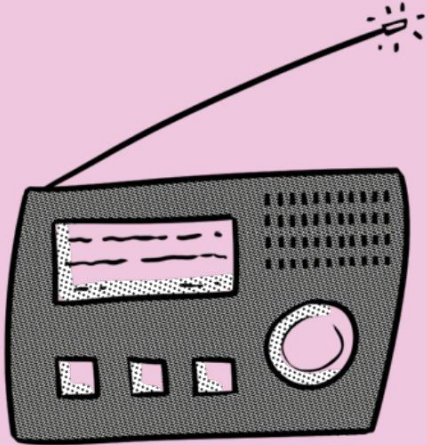


# PIXL Media Studies



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 medium varies between texts that are produced by 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.

# INDUSTRIES

MEDIA

*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).