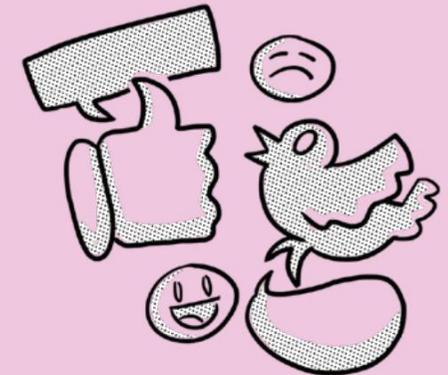
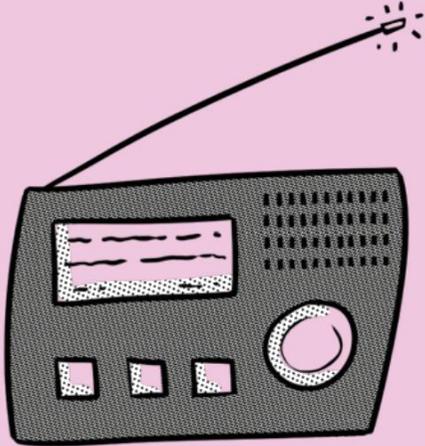


# PiXL Media Studies



ThinkIT

### **Industries and Technologies**

- Evaluate the role the **Internet** has played in shaping and developing the way products are **produced, distributed** and **consumed** by modern audiences.
- Explore the **positives** and **negatives** offered to media industries through **online distribution**.
- How has **technology** changed media industries?

### **Industries and Media Production**

- Explain how the nature of **media production** is affected by the **scale** of the company producing the product. Compare and contrast the working practices of **large organisations**, who own the products they produce, with those conducted by **individuals** and **small groups**. What are the key differences between the working practices and the media texts produced and distributed by these two different types of industries?
- How important is **personnel** and **technologies** within the process of production? Assess the impact of different **production processes** on various media products across the nine media platforms.
- Can you produce an informative guide to the different models of **working practices** across different media industries? You should make your guide visually interesting with plenty of examples.
- Evaluate the similarities and differences between media products across three different mediums, exploring **when** and **where** they were produced.
- What **work experience** or **skills** would you need to possess to work within various media industries? Choose three different roles in different industries.

### **Industries and Convergence**

- Assess the impact of the increasingly **convergent** nature of media industries across different platforms. Refer to specific case study examples in your response.
- To what extent does **media ownership** determine the potential success of a media product?

# **MEDIA INDUSTRIES**

*noun:*

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

### **Industries and Funding**

- Evaluate the importance of funding within the landscape of **contemporary media production**. What is more important, **funding** or **creativity**?
- Once you have established the role of funding within the media you need to think about the importance of different funding models. Evaluate the impact **funding sources** have on the content of media products. You should explore products that are:  
**Government** funded.  
**Not-for-profit**.  
**Commercially** funded.

### **Industries and Ownership**

- You need to be able to think about how the media operate as **commercial industries** on a **global scale**, and reach both large and specialised audiences.
- In your opinion, what impact does the **increase in global media** have on media products and distribution?
- Assess how influential **global markets** are within the production of contemporary media products.
- Create a short film explaining the concepts of **globalisation** and **cultural imperialism**.
- Do you agree that contemporary media is more **democratic** than media in the past?

### **Industries and Regulation**

- Assess the purpose of **regulation** within the media. In your informed opinion, does **self-regulation** work? Or should all media products be subject to **government regulation**?
- Part of your study into regulation involves you looking at **international agreements** (and disagreements) on regulation and freedom to trade media products. Carry out research into this field exploring any recent case studies that apply to this area. Do you think the current system of international regulation is **effective**? Why?
- Assess the arguments for and against **regulation**.
- We live in an **ever-changing society**, therefore do you think regulation also needs to regularly change?
- Do you think media regulation limits **freedom of speech** and **democracy** within the media?