

## WHO PRODUCED THE TEXT?

- Is it part of a **TRADITIONAL** (print/broadcast/cinema) or **NEW** (internet reliant) media industry? --
- Was it made by an **INDEPENDENT** producer/company or a **VERTICALLY & HORIZONTALLY INTEGRATED CONGLOMERATE**? --
- Is it a **COMMERCIAL** production (made for profit) or produced by a **PUBLIC SERVICE BROADCASTER** like the BBC (to benefit the nation)? --
- Is it an **INTERNATIONAL/GLOBAL** company or a **NATIONAL/REGIONAL** company? --

## HOW HAS THE PRODUCER AFFECTED THE TEXT?

- Does the text reflect the production company's **BRAND IDENTITY** (image) or **ETHOS** (beliefs/principles)? --
- Does the company have an **INSTITUTIONAL BIAS**, reinforcing a particular **VIEWPOINT** or **IDEOLOGY**? --
  - Did the producer act as a **GATEKEEPER** – including or excluding content that suited them? --
  - Did the producers have **CREATIVE FREEDOM** to make something original/challenging or of social or cultural benefit? --
- Was there pressure to create something **GENERIC, RECOGNISABLE** and **ENTERTAINING/ESCAPIST** (or to have **GLOBAL APPEAL**) to ensure commercial success? --
- Is there evidence of **SYNERGY**? Does it connect with other parts of the company to make money? --
- How has **NEW TECHNOLOGY** affected the production? Is there evidence of media **CONVERGENCE**? --

## WHO REGULATES THE INDUSTRY?

**FILM:** The BBFC (The British Board of Film Classification)

**TV & RADIO:** OfCOM (The Office of Communication)

**COMPUTER/VIDEO GAMES:** VSC (The Video Standards Council) & PEGI (Pan European Game Information)

**NEWSPAPERS & MAGAZINES:** IPSO (The Independent Press Standards Organisation)

**ADVERTS:** The ASA (The Advertising Standards Authority)

**MUSIC:** MCPS, PRS for Music, PPL and VPL

## HOW HAS REGULATION AFFECTED THE TEXT?

**Age ratings** (U, PG, 12A, 12, 15 and 18 for films) (3, 7, 12, 16 and 18 for games)?

**Broadcasting Code** (TV & Radio), e.g. broadcast adult content after the **9pm Watershed**?

Do they help prevent **copyright infringement** (e.g. digital piracy)?

<b>Brand Identity</b>	A distinct brand image (including logo), helping a company distinguish itself from the competition.
<b>Commercial media</b>	Media made for profit.
<b>Convergence</b>	The coming together of previously separate media industries and/or platforms; e.g. playing games, music and films on mobile phones.
<b>Cross platform marketing</b>	Promoting a product across different media platforms (e.g. print and TV adverts).
<b>Independent producers</b>	Small, independent producers, which are not part of large corporations. They tend to have smaller budgets (and less access to big-name talent) but more creative freedom.
<b>Institutional bias</b>	When a company employs people with a similar narrow viewpoint, to the extent that the company itself promotes this view.
<b>Production Values</b>	Big budget = <b>high production values</b> Small budget = <b>low production values</b>
<b>Public Service Broadcasters (PSBs)</b>	Funded by the public for the public. PSBs are neither commercial nor state-owned and are free from commercial/political interference. They provide content of social/cultural benefit—e.g. the BBC's core aims are to “inform, educate and entertain”.
<b>Regulation</b>	Ensuring companies acts responsibly, and in the interests of the public (do not harm).
<b>Revenue</b>	How commercial media makes money.
<b>Synergy</b>	When different parts of a horizontally and integrated corporation work together to make profits (e.g. Sony Music producing the soundtrack for a new Sony Pictures film).
<b>Vertically &amp; horizontally Integrated conglomerates</b>	A company that owns other companies across a range of media platforms. This increases their domination of the market and their ability to distribute and exhibit their product (tend to make “safe” generic content).

## Media Industries Glossary

### FROM EDUQAS MEDIA STUDIES GLOSSARY OF TERMS

TERMS MARKED WITH ASTERIX (\*) ONLY REQUIRED AT A-LEVEL

<b>Broadsheet</b>	A larger newspaper that publishes more serious news, for example <i>The Daily Telegraph</i> .
<b>Channel identity</b>	The aspects which make the channel recognisable to audiences and different from any other channel.
<b>Circulation</b>	The dissemination of media products e.g. circulation of print magazines, broadcast of television programmes etc.
<b>Commercial channels</b>	Channels (like ITV and Channel 4) that raise their money through advertising.
<b>Distribution</b>	The methods by which media products are delivered to audiences (can include the marketing campaign).
<b>Diversification</b>	Where media organisations move into producing content across a range of different forms (e.g. film & TV).
<b>*Ethos*</b>	The beliefs, values and customs of the organisation.
<b>Franchise</b>	A film series, where all films share the same fictional universe.
<b>Gatekeepers</b>	The people responsible for deciding the most appropriate stories to appear in newspapers, only letting stories that support a certain ideology 'through the gate'.
<b>Global</b>	Worldwide - e.g. a media product with global reach is a product that is distributed around the world.
<b>*Horizontal integration*</b>	Where a media conglomerate is made up of different companies that produce and sell similar products, often as a result of mergers, e.g. when two film companies merge.
<b>House style</b>	What makes a magazine recognisable to its readers.
<b>Intellectual property (IP)</b>	A legal concept which refers to creations of the mind for which the owner's rights are recognised. These rights cover such intangible assets such as ideas and artistic works.
<b>Marketing</b>	This is the way in which an organisation advertises or tells its audience about a product.
<b>Media conglomerate</b>	A diversified company that owns other companies across a range of media platforms. This increases their domination of the market and their ability to distribute and exhibit media.
<b>Media platform</b>	The form of media used to communicate with an audience, for example newspapers, the internet, and television.

<b>News agenda</b>	The list of stories that may appear in a particular paper. The items on the news agenda will reflect the style and ethos of the paper.
<b>Political bias</b>	Where a newspaper may show support for a political party through its choice of stories, style of coverage, cartoons, etc. It may be subtle and implicit, or explicit (partisan) as in the case of the tabloids on election day.
<b>*Plurality*</b>	Media plurality is about ensuring there is a range of media content available that suits a range of people, who may have different views.
<b>Production</b>	The process by which media texts are constructed.
<b>Public service broadcaster</b>	A radio and television broadcaster that is independent of government, financed by public money and is seen to offer a public service by catering for a range of tastes.
<b>Red top</b>	A British newspaper that has its name in red at the top of the front page. Red-tops have a lot of readers, but are not considered to be as serious as other newspapers.
<b>Regulator</b>	A person or body that supervises a particular industry.
<b>*Simulcast*</b>	Streaming live from a website during broadcasting.
<b>Synergy</b>	Where different parts of the same conglomerate work together for mutual gain. E.g., a company releasing a film <u>and</u> its soundtrack, where one helps promote the other.
<b>Tabloid</b>	Refers to the dimensions of a newspaper; a tabloid is smaller and more compact in size. However, it also tends to refer to a newspaper whose content focuses on lighter news, for example celebrity gossip, sport and television.
<b>Vertical integration</b>	Vertically integrated companies own all or most of the chain of production for the product. For example, a film company that also owns a chain of multiplex cinemas to exhibit the film and merchandise outlets.
<b>Viewpoints</b>	Different perspectives in relation to values, attitudes, beliefs or ideologies.
<b>Viral marketing</b>	Where the awareness of the product or the advertising campaign is rapidly spread through social networks and the Internet like a biological virus.