

PiXL Independence:

Media Studies - Student Booklet

KS4

Industries

Contents:

- I. Multiple Choice Questions – 20 credits
- II. Short Answer Questions – 10 credits each
- III. Wider Reading – 50 credits each
- IV. Academic Reading – 150 credits each
- V. Exam Style Questions – 100 credits each

i. Multiple Choice Questions

Answer the questions that explore the themes of this unit. You will need to draw on your knowledge and wider reading to support you in completing this.

20 credits for completing this quiz.

1. What does the word monopoly mean?
 - a. When one person or one company dominates a market with very few or no competitors
 - b. When a small group of people or companies dominate a market together with very few competitors

2. What is the key term for when a company buys out other companies that then enable them to complete other parts of the production process like distribution or exhibition?
 - a. Horizontal Integration
 - b. Vertical Integration
 - c. Convergence
 - d. Synergy

3. Which institution is the regulatory board in charge of the film industry in the UK?
 - a. PEGI
 - b. ASA
 - c. BBFC

4. What does media convergence mean?
 - a. When technologies merge together to offer audiences multiple ways of consuming media products
 - b. When media companies merge together

5. How much is the TV License fee each year?
 - a. £145
 - b. £147
 - c. £149

6. What is the key term for the time after which more adult shows may be shown on television?
 - a. Watershed
 - b. Waterbarn
 - c. Wateroffice

7. What does the abbreviation USP stand for?
 - a. Uniquely Sold Product
 - b. Unique Sales Pitch
 - c. Unique Selling Point

8. What is the key term for sites that allow people to ask the general public to donate money to help them achieve a goal?
 - a. Groupfunding
 - b. Crowdfunding
 - c. Societyfunding

9. Which theorists came up with the idea of 'news values'?
 - a. Blumler & Katz
 - b. Bandura & Ross
 - c. Galtung & Ruge

10. What was the name of the enquiry into press ethics in 2011 and 2012?
 - a. Leveson Enquiry
 - b. Lawson Enquiry
 - c. Leaderson enquiry

ii. Short Questions

Each question answered is worth 10 credits.

1. Explain what is meant by Public Service Broadcasting.
2. Explain the term 'hammocking' in regard to scheduling TV programmes, and why a channel might do this.
3. Explain why an institution might turn a film into a franchise.
4. Explain what a PG Certificate is.
5. What role does PEGI play in the video game industry?
6. What is distribution?
7. Discuss 3 main benefits of being a conglomerate.
8. Explain 2 main benefits of using a major star in a film.
9. Explain 1 benefit and 1 disadvantage of using You Tube to distribute music.
10. Give 3 examples of how a Video Game institution might try to market a new game.

iii. Wider Reading

Read each of the articles below. They have strong links and themes to the unit of study but also focus on Business as a holistic topic. Once you have completed your reading of each, summarise the key points in a bullet point format. You should aim for between 5 – 10 significant points from each article.

50 credits for each summary completed

1. Institutions overview
<http://www.bbc.co.uk/education/guides/zqrdxsg/revision>
2. Radio overview
<http://www.bbc.co.uk/education/guides/z2s97hv/revision>
3. BBC overview <http://www.bbc.co.uk/aboutthebbc/insidethebbc/whoweare/atagance>
4. Rise & Fall of Radio
<http://www.independent.co.uk/news/media/tv-radio/the-big-question-why-are-radio-audiences-rising-and-how-come-the-industry-is-in-crisis-1681016.html>
5. How does BARB measure TV Audiences?
<http://www.barb.co.uk/about-us/how-we-do-what-we-do/>
6. Women and Video Games
<https://www.theguardian.com/technology/2014/sep/17/women-video-games-iab>
7. Livingstone's Ideas of Web Regulation
<https://www.theguardian.com/society/2004/jul/21/childrensservices.comment>

iv. Academic Reading

The following chapters/ books/academic articles have been chosen for you to help in extending your understanding of this theme. They will have value in other units as well. You should read the selected items and compose a 200 – 300 word summary of the main ideas found.

150 credits are awarded for each summary provided

1. Title: Media and Meaning

Link: https://www.amazon.co.uk/Media-Meaning-Introduction-Colin-Stewart/dp/0851708439/ref=sr_1_2?ie=UTF8&qid=1507126545&sr=8-2&keywords=media+and+meaning

Pages: 8-12

Topic: Institutions – An Introduction

2. Title: Media and Meaning

Link: https://www.amazon.co.uk/Media-Meaning-Introduction-Colin-Stewart/dp/0851708439/ref=sr_1_2?ie=UTF8&qid=1507126545&sr=8-2&keywords=media+and+meaning

Pages: 241-249

Topic: Institutions – TV Institutions and Policy

3. Title: Understanding Video Games

Link: https://www.amazon.co.uk/Understanding-Video-Games-Essential-Introduction-ebook/dp/B019FQ7FGQ/ref=sr_1_1?ie=UTF8&qid=1507283466&sr=8-1&keywords=understanding+video+games

Pages: 15-21

Topic: Structure of the Game Industry

4. Title: An Introduction to Studying Popular Culture

Link: https://www.amazon.co.uk/Introduction-Studying-Popular-Culture/dp/0415157668/ref=sr_1_cc_1?s=aps&ie=UTF8&qid=1507283548&sr=1-1-catcorr&keywords=an+introduction+to+studying+popular+culture

Pages: 157-170

Topic: Public Service Broadcasting and TV Channels

5. Title: Advanced Level Media

Link: https://www.amazon.co.uk/Advanced-Level-Media-2ED-Ebook/dp/0340803967/ref=sr_1_2?s=books&ie=UTF8&qid=1507283619&sr=1-2&keywords=advanced+level+media

Pages: 168-175

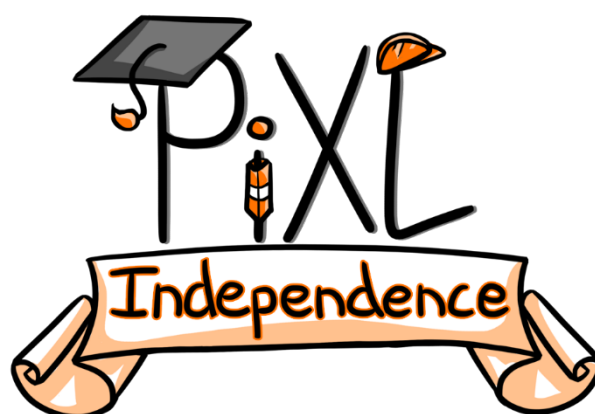
Topic: Hollywood Film Industry

v. Exam Style Questions

To prepare you for the parts of your exams, which require you to complete the following exam style questions. The time you should give yourself will vary depending on what exam board your school is following.

100 credits are awarded for each completed question

1. Explain why merchandise might be important to the film industry
2. Explain why print newspaper sales have been declining in recent years
3. Discuss the ways in which a film production company might try to target a global audience with reference to a film you studied
4. How does *Glamour* magazine maintain brand identity across its print magazine, website, social media pages and app?
5. How can small independent video game institutions compete with larger conglomerates?
6. Explain how the development of You Tube has changed the way the music industry operates
7. Discuss how the BBC's Public Service Broadcasting remit affects its output
8. How has the regulation of the film industry become more difficult as a result of changing technologies?



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