

Component One

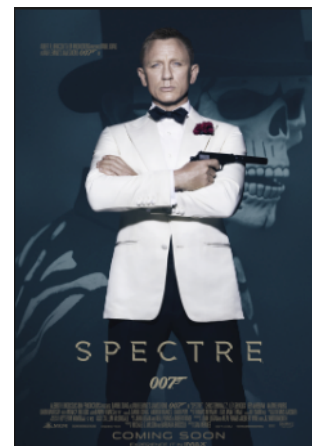
Section B

Revision Guide

Media Industries
Audiences

Set Case Studies

The Archers - Media Industries and Audience
Pokémon Go - Media Industries and Audience
The Sun - Media Industries and Audience
Spectre - Media Industries



Welcome to your Revision Guide for Component 1 Section B

A copy of this guide and many of the associated resources can be found on Google Classroom.

To access Google Classroom:

- 1. Go to <https://classroom.google.com>**
- 2. Log in using your school network user name and password**
- 3. Join your class (if you have not already done this) as a student.**
- 4. Look over the resources. You can download or print off any resources as well.**



What exam board am I studying?

Eduqas (the English branch of WJEC)

<https://www.eduqas.co.uk/qualifications/media-studies/gcse/> (Here you can find electronic copies of all the set texts, fact sheets and other useful resources)

How to Revise for Media Studies

Revising for Media Studies is the same as for most other subjects.

There are two stages to revision – learning the knowledge and practising your skills in applying your knowledge

Step One – reread your notes, worksheets and knowledge organisers.

Highlight the key terminology and ensure you understand what you have written.

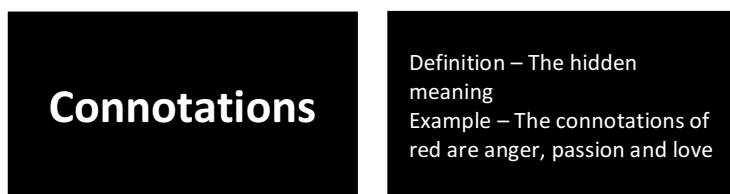
Do not try and do every set text at once, it won't work, do one at a time.

If you want to extend yourself, you will find fact sheet on Google Classroom which have extra information.

Step Two – create flashcards of your key terminology

Flashcards should have the word/phrase on one side and then on the back the definition and an example of how to use it.

E.g.



You can also make flashcards of the key facts and points about the set texts.

You could use the knowledge organiser to help you make the flashcards as they have the key points and terms you need to know. If you have lost them you can find copies of them on Google Classroom

Practice using your flashcards. Test yourself (or get your parents or revision buddy to test you) and as you go along, create three piles

1. You know the answer
2. You kind of know the answer
3. You have no idea

Go back and test yourself on pile 2 and 3 until all the cards are now in pile 1. Then do this again and again and again over a period of days, weeks and months.

Step Three – practise questions

This may be step three, but this is the MOST IMPORTANT part of revision.

Once you feel confident in your knowledge you need to practise how to apply this knowledge. There are lots of practice questions in this booklet and if you need any more then speak with your teacher who will create more.

You can also do practice unseen annotations, write essay plans for practice questions, create mind maps for the set texts etc., that way there is some variety.

Step Four – learn from your mistakes

You are going to make mistakes; that is part of learning. It's important to learn from your mistakes and improve after every assessment. If you are struggling, it's also really important you ask for help. There is absolutely no point struggling on your own when there is help available!!

Ask your teacher to mark some of the practice questions you have completed. Read over the comments your teacher made on your in class tests, mock exams and any practice question you completed in your books.

Useful Resources from the Exam Board – How to Unpick the Wording of Exam Questions

Command Words	Definition
Identify (AO1)	Describe/State e.g. <i>Identify one audience for The Archers.</i> (SAMs Comp1 Q4b)
Explore (AO2)	Analyse; consider the ways in which.... give examples e.g. <i>Explore how the advertisement for Quality Street uses the following elements of media language to create meanings</i> (SAMs Comp1 Q1)
Briefly explain (AO1)	Give key reasons to demonstrate understanding of a media product or process e.g. <i>Briefly explain the difference between the 12 and 12A age certificates.</i> (SAMs Comp1 Q3c) No requirements for detailed explanation, reasons, examples.
Explain (AO1)	Give information and reasons to demonstrate understanding of a media product or process e.g. <i>Explain why audiences listen to The Archers. Refer to the Uses and Gratifications theory in your response.</i> (SAMs Comp1 Q4d).
Compare (AO2)	Consider the similarities and differences between products; make judgements and draw conclusions e.g. <i>Compare the representation of women in the Pride front cover and the Glamour front cover.</i> (SAMs Comp1 Q2b).
How far (AO2 – ‘make judgements and draw conclusions’)	Consider to what degree a statement or idea is true for particular media products or processes; make judgements and draw conclusions e.g. <i>‘Music videos reinforce stereotypes of ethnicity.’ How far is this true of the two music videos you have studied?</i> (SAMs Comp2 Q3).

What do I need to know about each of the set products in Section B

This section will focus on the institutions who made the products and the audiences who engaged with the products. You will need to be clear on the ownership of these products and how they attract audiences. You must include audience theory in your answers

You need to look into:

Industries, including ownership, funding, regulation, production, distribution and technology

Uses and Gratifications Theory

How do audiences engage with the text? Why do they watch certain texts? Think about why you might watch reality TV or why you watch a soap opera—what gratification do you get from it?

Escapism, for example? Apply this theory to the text you are studying. Think about the 4 main areas of the theory:

1. Surveillance/ Education (to be informed)
2. Diversion /Escapism/ Entertainment
3. Personal Identity (we see ourselves in the media e.g we are like a character on a TV programme, we deal with the same issues shown in the media product)
4. Social interaction (talking to others, forming relationships with people)

Key questions to think about for each text/ product

- Who regulates the product? (OFCOM, PEGI etc.)
- What is their funding like? Are they public service or not?
- Who owns/ makes the product?
- How is the product/ text made?
- How has technology impacted on how the audience receives the text/ product?
- How has technology impacted the product itself?
- How is the product/ text made available to the audience (distribution)? Can we get it in more than one way?
- How do audiences interact with the text? (social media for example)
- Who is the target audience and how is the product/ text aimed at them?

Question 3 will be made up of a series of short answer question assessing knowledge and understanding of **media industries** in relation to one form studied. Marks can range from between 1 - 12.

Question 4 will be made up of a series of short answer question assessing knowledge and understanding of **audiences** in relation to a different media form from that assessed in question 3. Marks can range from between 1 - 12.

You should spend a minute a mark. So if the question is worth 5 marks you should spend 5 minutes writing your answer

Media Industries

- the nature of media production, including by large organisations, who own the products they produce, and by individuals and groups
- the impact of production processes, personnel and technologies on the final product, including similarities and differences between media products in terms of when and where they are produced
- the effect of ownership and control of media organisations, including conglomerate ownership, diversification and vertical integration
- the impact of the increasingly convergent nature of media industries across different platforms and different national settings
- the importance of different funding models, including government funded, not-for-profit and commercial models
- how the media operate as commercial industries on a global scale and reach both large and specialised audiences
- the functions and types of regulation of the media
- the challenges for media regulation presented by 'new' digital technologies

Audiences

- how and why media products are aimed at a range of audiences, from small, specialised audiences to large, mass audiences
- the ways in which media organisations target audiences through marketing, including an understanding of the assumptions organisations make about their target audience(s)
- how media organisations categorise audiences
- the role of media technologies in reaching and identifying audiences, and in audience consumption and usage
- the ways in which audiences may interpret the same media products very differently and how these differences may reflect both social and individual differences
- the ways in which people's media practices are connected to their identity, including their sense of actual and desired self
- the social, cultural and political significance of media products, including the themes or issues they address, the fulfilment of needs and desires and the functions they serve in everyday life and society
- how audiences may respond to and interpret media products and why these interpretations may change over time
- theoretical perspectives on audiences, including active and passive audiences; audience response and audience interpretation
- Blumler and Katz's Uses and Gratifications theory

Radio: The Archers

The Archers is aired on Radio Four, has over 5 million listeners and is considered a significant part of British popular culture. Running for 65 years, with six episodes a week and an omnibus on a Sunday, it is the world's longest running radio soap opera.

The Archers follows the residents of the fictional farming community of Ambridge, in the fictional county of Dorsetshire, in the English Midlands. Its tagline is, "contemporary drama in a rural setting".



RAJAR

Radio Joint Audience Research

Ltd, the organisation that measures radio audiences in the UK.

Public service broadcasting	schedules	Narrative	Melodrama
Demographic	Planning	Soap opera	High cultural status
Socio economic status	OfCom	Privileged position	Funded

Wherever possible, *The Archers* happens in **real time** i.e. it portrays **events** taking place on the date of broadcast, allowing a variety of **topical subjects** to be included

Context of The Archers

The Archers is aired on Radio Four, has over 5 million listeners and is considered a significant part of British popular culture. Running for 65 years, with six episodes a week and an omnibus on a Sunday, it is the world's longest running radio soap opera.

The Archers follows the residents of the fictional farming community of Ambridge, in the fictional county of Dorsetshire, in the English Midlands. Its tagline is, "contemporary drama in a rural setting".

The Archers was originally established in 1951 to **educate** farmers which, it was hoped, would increase food production after the second world war.

Broadcast since 1951; its genre is a soap opera.

The show soon became a major source of **entertainment** for people from all walks of life

Who are Radio 4?

The Archers is aired on **Radio Four**, the BBC's main spoken-word channel, and so is funded by the licence fee. The BBC has a **public service remit** (to educate, inform and entertain) and *The Archers* was originally established to **educate** farmers.

BBC
RADIO



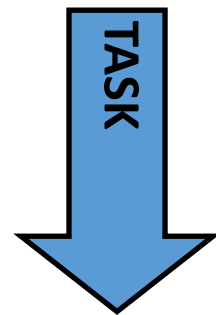
How is *The Archers* made?

- The production team meet **biannually** to plan the following months, and sometimes even years' worth of storylines.
- Monthly script meetings then take place where four writers have to produce a week's worth of scripts each.
- Recording takes place **every four weeks** and actors only receive their scripts a few days before.
- Actors are employed for six days in which they record 24 episodes. There is very little room for error as each 13 minute episode is only allocated two hours of studio time.
- Episodes are then broadcast 3-6 weeks after recording

How is it regulated?

- Radio broadcasting is regulated by **Ofcom**, the government-approved regulatory authority for broadcasting. Ofcom sets **standards** for programmes and one of its duties is to examine specific **complaints** by listeners about programmes broadcast on channels that it has licenced.

Ofcom

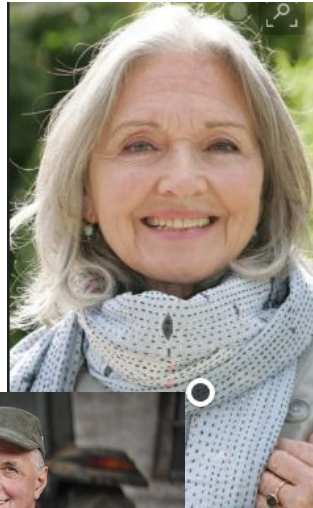


How do you think audience felt about the domestic abuse storyline?

Research into what journalists and audi-

Who is the target audience?

- Needs to be at home in the day to listen (although can listen on iPlayer)
- Must be interested in lots of talking on the radio—no much music!
- As it is in 'real-time' who is usually up to date with current affairs?
- Consider the narratives—who might appeal to the hard hitting storylines?



Retired?

Farmer?



Educated?

Answer the questions below on The Archers.

1. Who regulates The Archers and why does it need to be regulated?

1. Who is the target audience for The Archers?

1. Why might they listen to it?



Think about the episode of The Archer, you have listened to. Think about the target audience and why they might enjoy it.

1. What was the narrative of the episode?
2. Can you apply any narrative theory to this episode?
2. Which characters were featured?
2. Which characters do you think would appeal to the target audience?



Focus areas:

Media Contexts

Media Industries

Background Context

The Archers is aired on Radio Four, has over 5 million listeners and is considered a significant part of British popular culture. Running for 65 years, with six episodes a week (each 13 mins long) and an omnibus on a Sunday, it is the world's longest running radio soap opera.

The Archers follows the residents of the fictional farming community of Ambridge, in the fictional county of Borsetshire, in the English Midlands. Its tagline is, "contemporary drama in a rural setting".

Media Industries

Historical Context

The Archers was originally established in 1951 to **educate** farmers which, it was hoped, would increase food production after the second world war. It was thought that the show could be used as a way for the Ministry of Agriculture to communicate important **information** to farmers.

Social and Cultural Context

Wherever possible, *The Archers* happens in **real time** i.e. it portrays **events** taking place on the date of broadcast, allowing a variety of **topical subjects** to be included. If a real-life event can be predicted, it is often written into the script. Even unforeseen events have been weaved into the script with scenes being re-written and re-recorded at short notice such as the 9/11 attacks, the death of Princess Margaret and the 2001 foot and mouth crisis. In the 1950s it was seen as a way of bring people together and even now people will discuss it but now that happens mostly online

Economic Context

Like TV, radio broadcasting fall into two categories: Public service and commercial broadcasting. Commercial broadcasting is funded by sales of advertising slots. Public service broadcasting is funded by public money either directly from the government or a licence fee that everyone has to pay. Public Service Broadcasting is broadcasting in which the purpose is to give a public service or to benefit people rather than for commercial purposes In the UK BBC radio is funded by the licence fee. All BBC TV and radio stations have a public service remit to **educate**, **inform** and **entertain**.



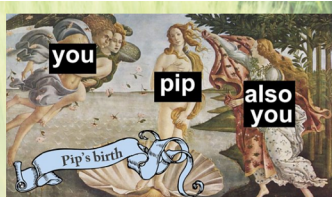
Regulation



Radio broadcasting is regulated by **Ofcom**, the government-approved regulatory authority for broadcasting. Ofcom sets **standards** for programmes and one of its duties is to examine specific **complaints** by listeners about programmes broadcast on channels that it has licenced

Use of technology

In order to maximums audience The Archers uses convergence (the coming together of different forms of media). The Archers has a Facebook page that allows audiences to follow, share and like stories, images and clips. There is also a website which features clips, articles, character profiles and quick links to the latest episode. There is also an Arches twitter feed and episode can be listened to via Radio 4 Xtra and, iplayer and can be downloaded as podcasts.



We asked Archers fans to help out with Pip's birth

And this is how much help they were...



Who would thrive in a post-apocalyptic Ambridge?

Writer of Radio 4's new drama First World Problems gives us his take...



The Ambridge Crime List

What are Ambridge's most memorable crimes?



The 10 Archers storylines that have made you cry

Ambridge's 10 most emotional moments...

The Brand

The Archers is big business for the BBC as it's the most listened to BBC programme online. In today's society, **market share and brand identity** are massively important and *The Archers* succeeds on both of these. If the BBC was ever to lose its **licence fee**, there are certain shows that it is guaranteed people would pay to subscribe to – *The Archers* is one of these. Therefore, it's important that the producers keep the show fresh.

One way of doing this is by introducing new characters or pushing the boundaries on plotlines such as introducing controversial stories on murder, domestic abuse, dementia and surrogacy....

The Archers' storyline that touched a nation

The Archers' portrayal of Jack Woolley's slow descent into Alzheimer's has been praised for its accuracy – but it also mirrors a real tragedy for June Spencer, who plays his widow, Peggy



Happy marriage: Arnold Peters and June Spencer as Jack and Peggy Woolley Photo: BBC

Millions left in tears as shock storyline sees Archers mum die suddenly from killer sepsis



The Archers' 4.7m listeners were left shocked as mother-of-three Nic Grundy died suddenly of sepsis

Surrogacy in Ambridge: why Ian and Adam need to take proper legal advice



Surrogacy has become the focus of a storyline in The Archers

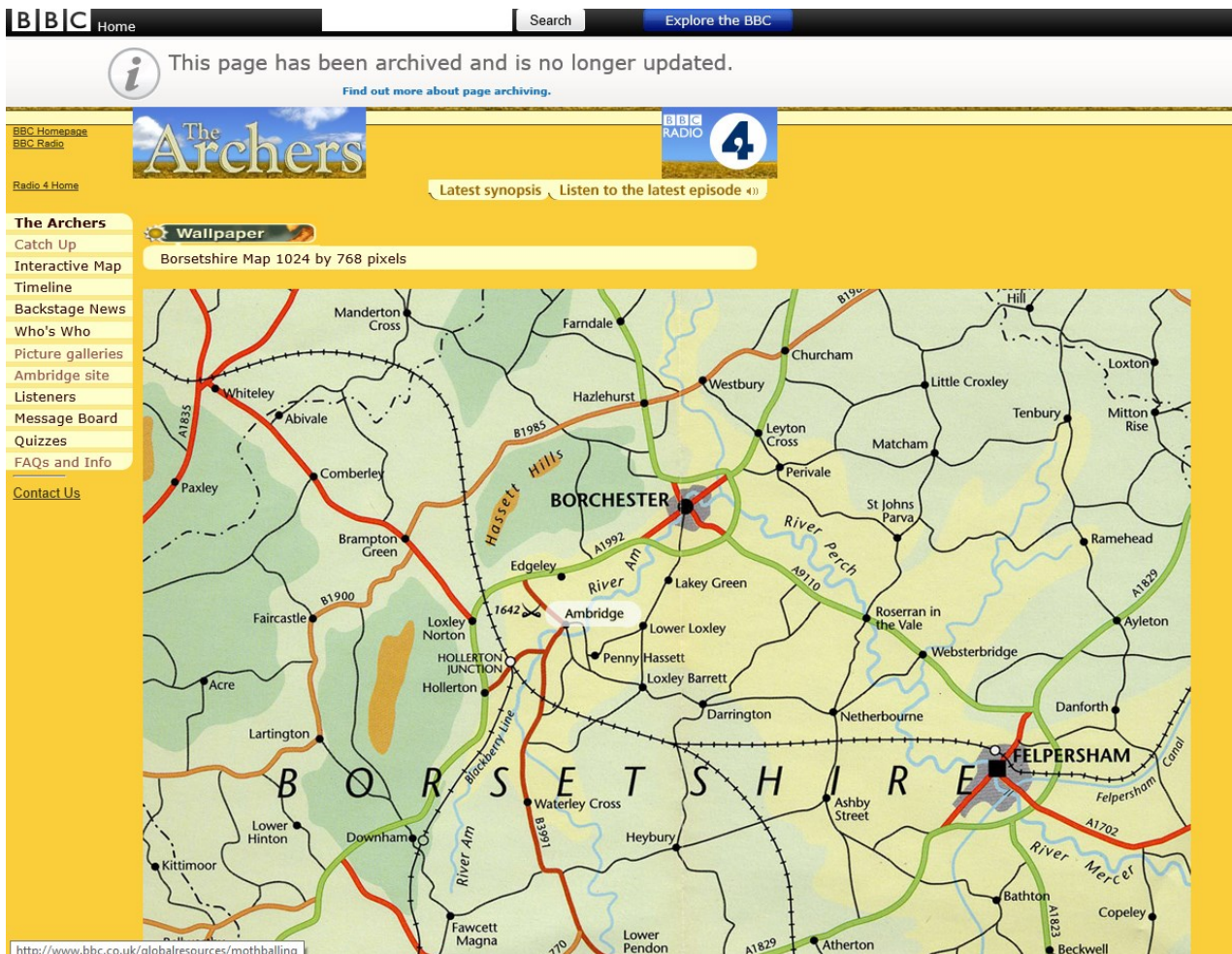
Production Schedule

Producing a radio series like *The Archers* requires tight **schedules** and long term **planning**. The production team meet biannually to plan the following months, and sometimes even years' worth of storylines. Recording takes place every four weeks. Actors are employed for six days in which they record 24 episodes. Episodes are then broadcast 3-6 weeks after recording.

Once you have read the previous page answer the questions below (you have done this before, see what you can remember



1. Which radio station is The Archers on and how many people listen?
2. How long has the show been running and on what day is the omnibus?
3. How long is each episode?
4. Where is The Archer set?
5. What does the tag line suggest what the show might be about?
6. When was the first episode?
7. Why was the programme originally created?
8. Who originally created the show?
9. In what ways does the show use real time event? Give examples. Why is this a good thing?
10. What are the two categories that radio broadcasting falls under?
11. How does each category make money?
12. Which category is BBC?
13. Explain what Public Service Broadcasting is
14. Who pays the license fee?
15. What is BBCs remit?
16. Who regulates radio and how do they do this (two points)?
17. In what ways does The Archers use technology? Why is this a good thing?
18. What is the most listened to BBC programme online?
19. Why is The Archer so important to the BBC?
20. How does the BBC keep the show 'fresh'?
21. Have you ever listen to or heard of The Archers before today?



Answer the question below about The Archers. Look over your class notes to help you.

1. Why would the webpages above be useful to the audience?
2. How might the target audience be able to engage more with the The Archers through the website?
3. How did the audience get involved with the specific episode/ storyline we studied (about Rob and Helen)?

Related Links

- **The Archers on Facebook** (www.facebook.com)
- **The Archers on Twitter** (twitter.com)
- **The Ambridge Observer** (ambridgeobserver.blogspot.co.uk)
- **Shambridge (affectionate pastiches of The Archers)** (soundcloud.com)
- **Lowfield (daily episodes summarised)** (www.lowfield.co.uk)
- **Peet's 'Mustardland' (fan forum)** (www.paranormal.org.uk)
- **The Village Pump (fan forum)** (thevillagepump.freeforums.net)
- **Ambridge Addicts (fan forum on Facebook)** (www.facebook.com)
- **Archers Appreciation (fan forum on Facebook)** (www.facebook.com)
- **The Archers - The Official Unofficial Discussion Group (fan forum on Facebook)** (www.facebook.com)
- **UMRA (uk.media.radio.archers - the longest-established Archers fan forum)** (uk.media.radio.archers.narkive.com)
- **Upstairs at The Bull (fan forum on Facebook)** (www.facebook.com)

4. Look at some of the other social media things associated with The Archer. How and why would the audience engage with these?

Overview of the franchise

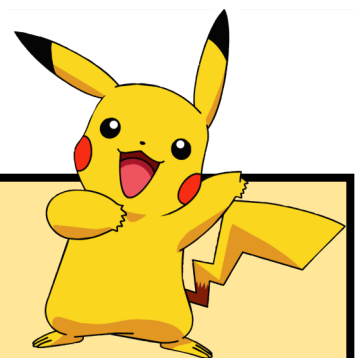
Nintendo: a major video games company that produces gaming consoles, including Pokémon and Mario franchise.

Game Freak: a video games developer that creates games for Nintendo including many Pokémon games

Creatures: A video game development company that has also created toys and trading cards for Pokémon.



Franchise	Revenue	Nintendo	App
Adaptive	Globally	Player demographic	Regulated
Virtual reality	Video Standards Council	Millennial	Culture



Context of Pokémon Go

Pokémon is a media **franchise** that started in 1995 and the trademark is owned by **Nintendo**.

- The franchise began as a pair of video games for the Gameboy yet now spans video games, trading card games, animated TV shows and movies, comics, books and toys.
- It is the second best-selling video game franchise behind Mario and is one of the **highest grossing** media franchises of all time.
- The Pokémon **franchise** has been in existence for more than two decades due to its **adaptive** nature and has built up a huge **fan base** during that time.

Produced by Niantic and in collaboration with Nintendo, *Pokémon Go* is an augmented reality video game for iOS and Android devices.

- Using the same technology as Google Maps, *Pokémon Go* relies on players' GPS to allow them to locate, capture, battle and train virtual creatures called Pokémon in the real world.

How is Pokémon Go regulated?



In 2012 the **PEGI system** was incorporated into UK law and **The Video Standards Council** was appointed as the statutory body responsible for the age rating of video games in the UK using the PEGI system.



www.peginfo

Pokémon Go was awarded a **PEGI 3+** rating in the UK. However, there is still some confusion for users as, in the iOS app store, it is stated as being suitable for those aged 9 years and over due to mild fantasy violence.

The lobby group Commonsense Media say it is really only suitable for children aged 13 years and over due to privacy and personal safety concerns

What PEGI is what it does

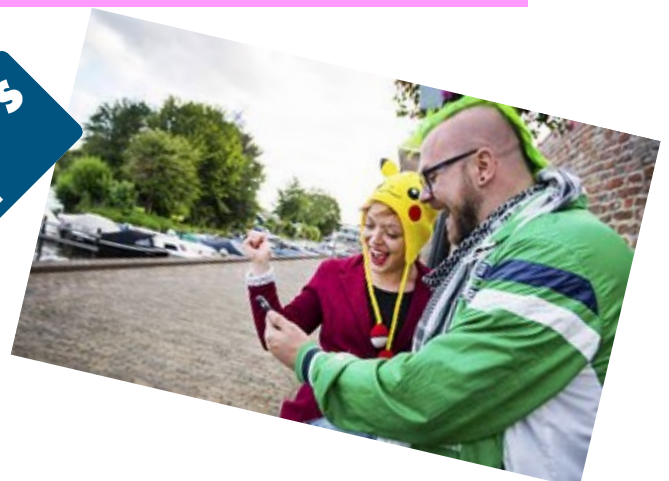
- The Pan-European Game Information (PEGI) age rating system was established to help European parents make informed decisions on buying computer games. It was launched in spring 2003 and replaced a number of national age rating systems with a single system now used throughout most of Europe, in 30 countries.

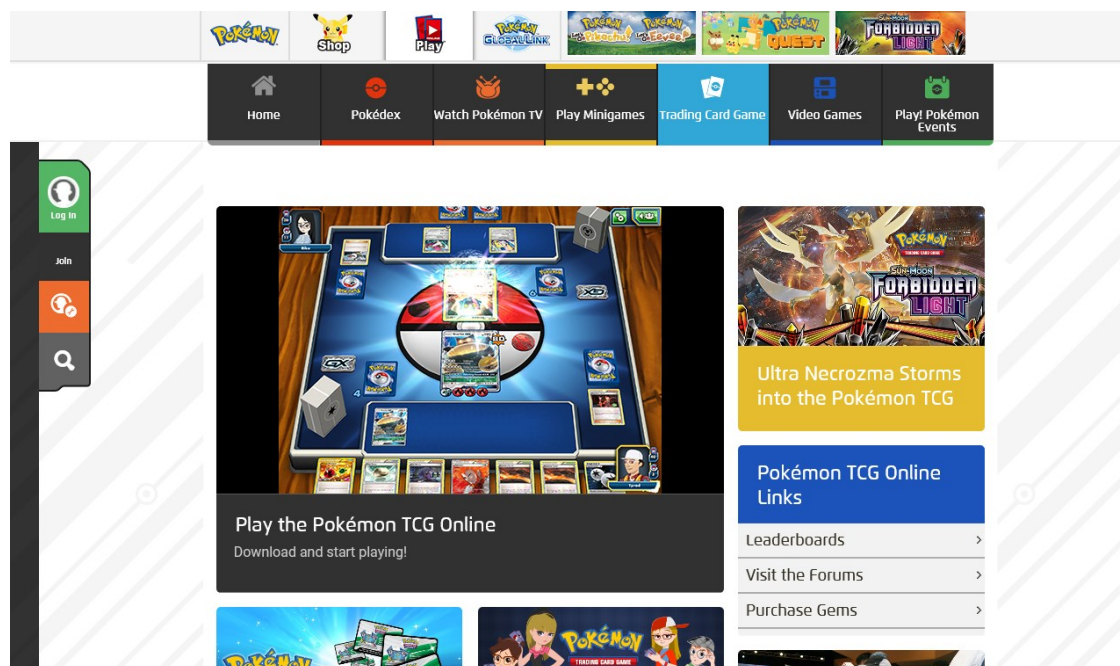
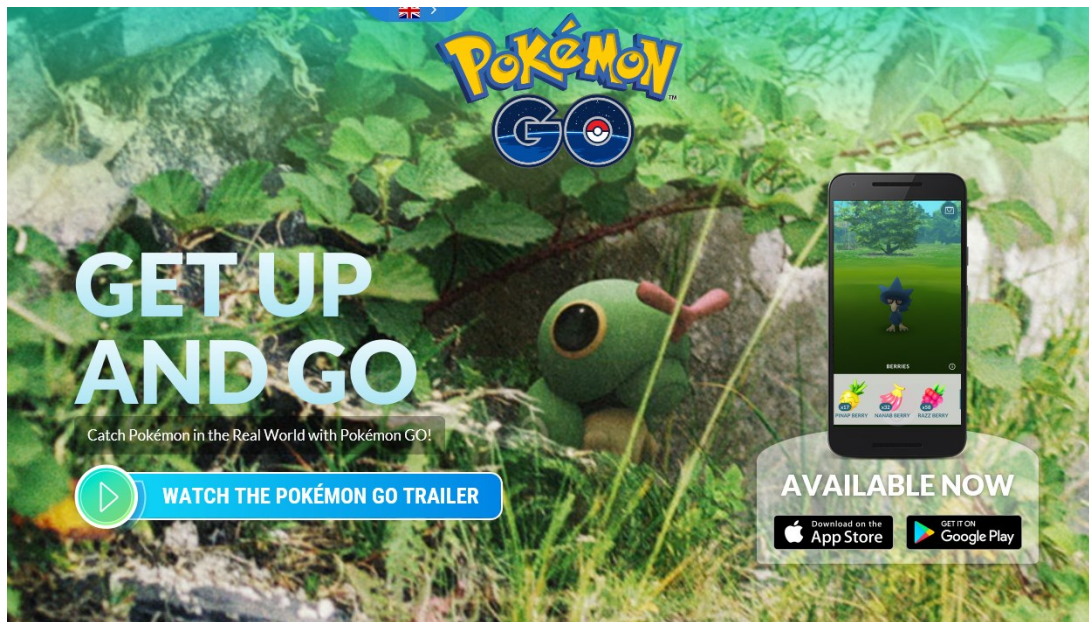
Who is the target audience?

In its first month, the game's average **player demographic** was categorized as a highly educated, well-paid, 25-year-old white woman.

Now the craze has settled down, a YouGov survey shows that, demographically speaking, the average player is aged **18-34**, enjoys Kinder, Smirnoff and Domino's Pizza and is "more likely to be zen

Domino's Pizza and is "more likely to be zen





How does the website entice audiences to get involved and be active?

What are the common main features on the home page?

What examples of synergy can you find?

How does Pokémon reach a global audience?

Answer the question below about Pokémon Go. Look over your class notes to help you.

1. Describe the Pokémon franchise.
2. What new technology did the game use?
3. Who helped to provide funding for the game to be developed and why did they help?
4. How did the game make money considering it was free to download?
5. Who regulates video games and what concerns were there about this game?
6. Who was the initial target audience for the game and how did this change?
7. Why did the game appeal to the audience - give specific examples.
8. What enjoyment did people get out of the game - discuss Use and Gratification.

The Sun Newspaper (Audiences and Institutions)



website	circulation	demographic	content
bias	article	masthead	feature
readership	Homepage	Reading age	controversial



The Sun is owned by News Corporation who own lots of newspapers, magazines, TV channels, radio stations...the list is endless!

What the exam board says...

Learners should have knowledge and understanding of *The Sun* as an evolving media product in terms of the relevant newspaper industry and audience issues it illustrates.

- **one complete print edition of *The Sun***
- **selected key pages from *The Sun* website**, including the homepage and at least one other page.

Who is the target audience?

- *The Sun* targets the **middle social classes**, most of whom haven't attended higher education.
- Two thirds of its readers are over **35 years old**, **54% are male** and its biggest audience share comes from the **C2DE demographic**.
- According to www.see-a-voice.org, the average reading age of the UK population is 9 years old. *The Sun* has a reading age of 8 years.
- Use of words in bold, lots of visuals and smaller chunks of text means they are purposefully making their product **accessible to everyone** and especially appealing to members of our society who have **weaker literacy skills**.

Socio-Economic Status



The Groups A, B, C1, C2, D and E classes the employment job roles into the following:

A – Upper Class (Higher managerial, administrative and professional, such as Managers, Lawyers, all high paying jobs earning demographic would be around £50,000 and over)

B – Middle Class (Intermediate managerial, administrative or professional, such as deputy secretary and or above average pay, earning demographic would be around £35-50,000)

C1 – Lower Middle class (Supervisory or Clerical, junior managerial, administrative, such as a supervisor or highly skilled working job (one where more than one skill is required))

C2 – Skilled working class (Skilled Manual workers, such as mechanics, etc)

Please note for C1 and C2 the earning range is for both £15,000 – 25,000

D – Lower working class (Semi and unskilled Manual workers, such as mechanical trainees, or shop workers, earning demographic would be around £7,000 – 15,000)

E – Lowest level of income earners (pensioners or widows, casual or lowest grade workers, those on Benefits, such as students, earning demographic would be around £5,000-7,000)

Technology and The Sun +

In August 2013, *The Sun* launched Sun+, a **subscription service digital entertainment package**

- Subscribers paid £2 per week but were able to access all of *The Sun's* regular content as well as have exclusive access to Premier League clips, a variety of digital rewards and a lottery.
- Despite the cost of this, Sun+ had 117,000 **subscribers** who they could **engage** with on a more personal level due to the **brand loyalty** created from the subscription.
- This was just one of the ways *The Sun* adapted to people's reading habits, with people now having little time to spare and increasingly 'reading on the go'.

Defining the Sun audience used VAL (values, attitudes and lifestyles)

- the news provides stories and information about the world
- Celebrity and entertainment features gossip and escapism
- Human interest stories might allow audiences to identify with the people
- The focus on saving money might relate to people who have a limited income
- The website allows users to comment on stories and interact.

Regulation:

There have been changes in the way newspapers operate due to the phone hacking scandal. The Press Complaints Commission set up the Levison enquiry and recommended that:

- newspapers should be self-regulated overseen by a new independent body
- There should be a new code of standards
- The new regulator should have the power to deal with complaints and breach of standards.

Task:

Research into the IPSP website and note down details about recent rulings on the Sun newspaper.

Task:

Create a profile of the audience below. Think about real specifics.

Age:

Occupation:

Income (annually)

Supermarket they shop in:

Where they buy their clothes:

Social media platforms they use:

Hobbies :

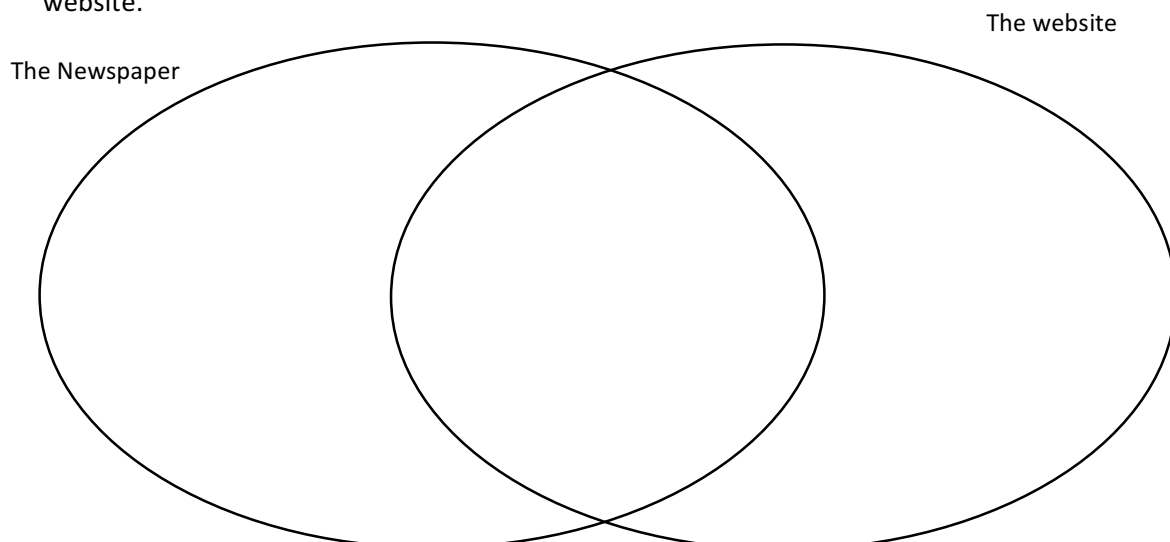
TV programs they watch:

Education:

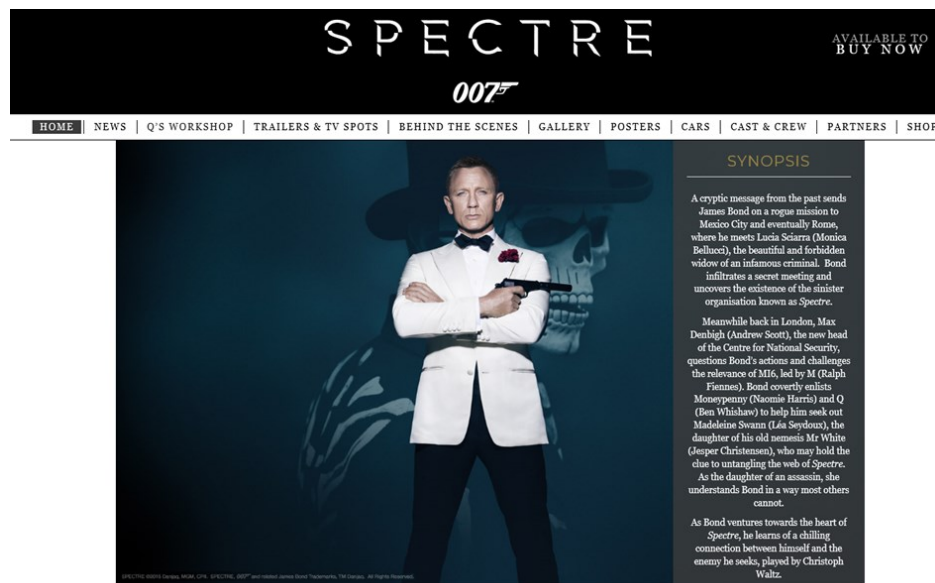
Holidays they take:

Answer the questions below about The Sun Newspaper. Look over your class notes to help you. You should also look at the website especially if you can't find your website notes from class.

1. Explain what the word below mean:
 - a. Conglomerate -
 - b. Synergy -
 - c. Vertical Integration -
 - d. Horizontal Integration -
 - e. Subsidiaries -
 - f. User Generated Content -
2. Who is News Corp and what other companies do they own? Why is it good that The Sun is part of News Corp? What might be bad about this?
3. How does The Sun make money? Think about both the paper and its website.
4. What is good about having a website to go with the newspaper? What different things does it do? Why might this be better for the audience?
5. What similar and different gratifications would the audience get from reading the newspapers and the website.



Spectre (Film)



LATEST NEWS

Franchise	Revenue	Commercial	Escapism
Adaptive	Globally	Universal appeal	Regulated
Distribution	Production	Hollywood	Mainstream
Syndication	Exhibition	Marketing	Promotion

Why would audiences watch Spectre?

- Bond is iconic and has **universal** appeal – he is charming, suave, good looking and, most importantly, always catches the 'bad guys'.
- Arguably, men want to be him and women want to be with him, providing a form of **escapism** from their everyday lives.
- Bond also provides a **narrative** we feel comfortable with ('bad guy' does something wrong, 'good guy' catches him and wins the day) and reinforces dominant **messages and values** about 'good' and 'bad'.

Hollywood is the oldest film industry in the world, originating in the 1890s. The first motion pictures were less than a minute long, due to the limitations of technology, and sound was not introduced into films until 1927. Hollywood is considered the 'film factory' of the world.

The film production process:

Development – ideas are created, if necessary rights are bought, screenplay is written and financing is sought.

Pre-Production – Cast and film crew are found, locations chosen and sets are built.

Production – The film is shot

Post-production – The recorded film is edited. Crew work on the sound, images and visual effects

Distribution – Finished film is distributed. It is screened at the cinema and released for home viewing.

Consider the effect of ownership and control of media organisations, including conglomerate

ownership, diversification and vertical integration:

- The James Bond series is **produced** by Eon productions, a British film production

company based in London, Sony Pictures and MGM. The video rights of all of Eon's films

are owned by MGM Home Entertainment and are controlled by MGM's **distributor** 20th Century Fox Home Entertainment.



The 12A rating is only used for films shown in cinemas. Films rated 12A are suitable for children aged 12 and over. However, people younger than 12 may see a 12A so long as they are accompanied by an adult. In such circumstances, responsibility for allowing a child under 12 to view lies with the accompanying adult.



It was given a 12A as distribution wanted this rating and therefore reduced the levels of violence. BBFC feedback on the unfinished version stated this.

WHY WAS IT GIVEN A 12A RATING?

Sony had to cut some violence from *Spectre* in order to secure a **12A UK rating** instead of the 15 classification the BBFC originally recommended. This may seem like a sensible decision in order to secure a much wider audience, however, it could be argued that it is no longer the original movie that Sam Mendes, director, wanted the audience to see.

Marketing:

Exhibition: showing of a film in a cinema.

Marketing: promotion and advertising including elements such as trailers, posters and online marketing.

Viral marketing: advertising that is distributed online and can spread quickly.

Avid fans: fans who are dedicated supporters of a film.

Spectre as an industry product – Fact file

Development of the film	Pre-production	Production	Post Production	Distribution
<p>Stage 1 - Development ideas are created, if necessary rights are bought, screenplay is written and financing is sought</p> <p>A screenplay was written by John Logan, Neal Purvis, Robert Wade and Jez Butterworth</p> <p>In the story, Bond fights against the global criminal organisation Spectre and their leader Ernst Stavro Blofeld. Bond attempts to thwart Blofeld's plan to launch a global surveillance network and discovers Spectre and Blofeld were behind the events of the previous three films.</p>  	<p>Stage 2 - Pre-Production</p> <p>– Cast and film crew are found, locations chosen and sets are built.</p> <p>It is Daniel Craig's fourth performance as James Bond. It is the second film in the series directed by Sam Mendes following Skyfall.</p>  	<p>Stage 3 - Production – The film is shot</p> <p>Spectre was filmed from December 2014 to July 2015, with locations in Austria, the United Kingdom, Italy, Morocco and Mexico</p> <p>Spectre was estimated to have cost around \$245 million, making it the most expensive Bond film and one of the most expensive films ever made</p> 	<p>Stage 4 - Post-production –</p> <p>The recorded film is edited. Crew work on the sound, images and visual effects</p> <p>The action scenes were the most important</p> <p>They also used computer-generated imagery made by five different companies</p> <p>The theme song "Writing's on the Wall", performed and co-written by the British singer Sam Smith, won an Academy Award and Golden Globe for Best Original Song</p> <p>The soundtrack album was released on 23 Oct 2015 in the UK and 6 Nov 2015 in the USA on the Decca Record label</p>  	<p>Distribution – Finished film is distributed. It is screened at the cinema and released for home viewing</p> <p>The film was released on 26 October 2015 in the United Kingdom, fifty years after release of Thunderball (1965), thirty after the release of A View to a Kill (1985), and twenty after GoldenEye (1995)</p> <p>It was released on the same night as the world premiere at the Royal Albert Hall in London, followed by a worldwide release which included IMAX screenings</p> <p>IMAX is a 70 mm motion picture film format developed in Canada in the late 1960s and early 1970s. IMAX has the capacity to record and display images of far greater size and resolution (detail) than conventional film systems but is more expensive to do</p> 

Answer the questions below about Spectre. Look over your class notes to help you.
<https://www.youtube.com/watch?v=HOy9D9ntQuw> This video might help as well.

1. Explain what the word below mean:
 - a. Distribution -
 - b. Franchise -
 - c. Parent Company -
 - d. Pre-production -
 - e. Post Production -
 - f. Exhibition -
2. Make notes about the key companies involved with the film -EON, United Artists, MGM, Columbia, Sony
3. What advantages and disadvantages are there with vertical and horizontal integration?
4. What age rating was Spectre given and which scenes were the reasons for this rating?
5. Who is in charge of rating films in the UK and what do their different age ratings mean?

Spectre Websites - Look at the official website for Spectre and answer the questions below

<http://www.007.com/spectre/>

5. What techniques are used to promote the film?