

Media Contexts (Music Industry) Content / Assessment Map

AO1: Demonstrate knowledge and understanding of media concepts, contexts and critical debates, using terminology appropriately. (60%)			AO2: Analyse media products by applying knowledge and understanding of theoretical and creative approaches, supported with relevant textual evidence. (40%)		
Media Concepts (5 Marks)	Contexts / Debates (5 Marks)	Use of Terminology (5 Marks)		Analysis using theory. (5 Marks)	Examples / Case Studies. (5 Marks)
Audience “How audiences are constructed and addressed by media texts and how audiences interpret and respond to media texts.”	Synergy The star image as a product that can be synergised. The interactive and participatory relationship between star images, music and audiences.	<u>PRODUCTION</u> Ownership Conglomerates Big 3 Horizontal & vertical integration Indie Label Local / National DiY Artist Global Institution Mainstream Mass / Niche Genres Traditional Media	<u>MARKETING</u> A.I.D.A Convergence MultiMedia Brand (Navigators) Star Image Integrated advertising Guerilla Marketing Genre Predictable pleasure Viral Word of Mouth U.S.P Public Relations	Blumler & Katz The active audience are using media to fulfil personal needs and pleasures. Curran & Seaton Conglomeration has led to a concentration of power in fewer and fewer big media companies. Choice is narrowed for the audience. Hesmondhalgh Profit is more important than creativity. Therefore, producers prefer formulaic brands (star images) & franchises (genres) they know will sell & can be marketed.	The Big Three. Part of a larger conglomerate that seeks diversification & vertical integration. An indie label making music for a niche audience, often within a specialised genre. A DiY artist who has used converged technologies to create their own star image and distribute their music (even if they later sign to a label).
	Ownership & Conglomerates Concentration of ownership has led to a commodification of culture. Conglomerates seek horizontal and vertical integration. Conglomerates seek to monopolise a media form through buyouts and mergers.	Converged Technologies The impact of digitalisation, which has disrupted audiences and industries at the level of production, distribution, marketing and exhibition and exchange. Democratisation The ways in which power of production, distribution and exchange has been given to audiences. The ways in a democratised and digitised media is changing the relationship between audience, media texts, industries and social interactions.	<u>DISTRIBUTION</u> Convergence Synergy Streaming Subscription Democratisation Web 2.0 Prosumer Reach Algorithmic Recommendation Copyright Infringement	<u>EXCHANGE</u> Demographics Psychographics Mass / Niche Audiences Local & National Audiences Fans / Fandom Consumption Social Media Live performance Participation Interactive Cognitive surplus	Jenkins Fans have used the power of technologies to democratise music and star images; this has created an interdependent relationship between star images, music and audiences. Shirky The audience is now participatory and will use their cognitive surplus to engage with interactive texts and marketing campaigns. Gauntlett Audiences seek models of identity from the media texts they consume. They may adopt the appearance, behaviour and ideology of star images. Audiences are now prosumers
Industry “How and why media texts are produced, distributed and circulated.”				Synergy , examples of a star image promoting a brand or product. Convergence in marketing and promotions Guerilla marketing campaign, which is designed to get attention and drive engagement through online sharing. Viral marketing campaign or meme. The star as an influencer and online text in addition to traditional media.	
				Convergence in exhibition and exchange (live streams, films of concerts or performances in VR) The significance of live performances for artists. The significance of the back catalogue for labels Multimedia consumption Social media and the star image	