



Hesmondhalgh

Where do I use
this?

1. **The Music Industry** – The Big 3 are part of larger conglomerates and so treat music and star image as a product. They are looking for safe, predictable and profitable mainstream products. It can be argued that profitability and marketability act as a barrier to new & alternative entrants.
 - Furthermore they use their profitable stars in order to promote and prop up new upcoming performers/products ...'featuring' is a helpful way of driving a stars established audiences towards new music.
2. **Media Ecology** – Hesmondhalgh's observation that conglomerates and their desire for profit over innovation / novelty has reduced the range of media products available to audiences. Hesmondhalgh asks media students to remember the tension between media as product and media as a creative endeavour and suggests we need to understand the competing interests in the culture industry.