

# Media Contexts Music Industry Essay & Assessment Objectives

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 approaches (40%)		
Media Concepts (5 Marks)	Contexts / Debates (5 Marks)	Use of Terminology (5 Marks)		Analysis using theory. (5 Marks)	Examples / Case Studies. (5 Marks)
<b>Audience</b>  <i>“How audiences are constructed and addressed by media texts and how audiences interpret and respond to media texts.”</i>	<b>AUDIENCE</b> Demographics, psychographics and fans How audiences are reached, addressed & maintained (fans) Appeal of music & star images Consumption & converged technology Participation, interaction & democratisation Platforms Mass (mainstream) vs niche (specialised) Audiences use of music & star images  <b>INDUSTRY</b> Processes of production, distribution, marketing and exhibition / exchange Democratisation of production, distribution and exchange Global vs local contexts Ownership & control Conglomeration, diversification & vertical integration Disruptive technologies (digitisation) for PDME. The flow of money Convergence of media platforms & synergies	Demographics Psychographics Fans Participatory Consumption Exhibition Exchange Attention Niche Specialised Mainstream Mass	Social interaction Identity Star Image Platforms Genre Predictable pleasure Cognitive surplus Interactive	<b>Blumler &amp; Katz</b> The active audience are using the media to fulfil specific needs and pleasures.  <b>Curran &amp; Seaton</b> Conglomeration has led to a concentration of power in monopolies (conglomerates) Choice is narrowed for the audience.  <b>Hesmondhalgh</b> Profit is more important than creativity for conglomerates. Therefore, they create formulaic brands & franchises they know will sell & can be marketed.  <b>Jenkins</b> Fans have used the power of converged technologies to democratise music and star image production. They are reclaiming the myths / grand narratives from corporations.  <b>Shirky</b> The audience is now participatory and will use their cognitive surplus to engage with interactive texts and marketing campaigns.	<b>The Big Three.</b> Part of a larger conglomerate that uses cross media ownership.  <b>An indie label</b> making music for a more niche genre and local audience  <b>A DiY artist</b> who has used converged technologies to create their own star image and distribute their music (even if they later sign to a label).
		Cross media convergence Production Marketing Distribution Exchange / Exhibition Conglomerates Indie Labels DiY Artists Platforms Synergy Guerilla Marketing Viral Word of Mouth	Streaming Integration Subscription Horizontal Integration Vertical Integration Social Media Reach		<b>Tik Tok</b> , which offers highly participatory engagement with music  <b>Spotify</b> (or another streaming service) that took control of distribution over from the pirates (as well as traditional distributors)  <b>Cross media distribution</b> (music in games / films / adverts...)  <b>Synergy</b> , an example of a star image promoting a brand.  <b>Cross media convergence</b> in marketing and promotion  <b>Guerilla marketing</b> campaign which is designed to get attention and drive engagement.  The power of the <b>influencer</b> in driving engagement (two step flow model).  <b>Cross media convergence</b> in exhibition and exchange (live streams or performances in VR)  The importance of <b>live performances</b> for new artists.  The significance of the <b>back catalogue</b> and older star images, eg, ABBA.  <b>Cross media consumption</b>  <b>Social media</b> and the star image