

# Media Debates Ecology & 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 (6 Marks)	Contexts / Debates 6 Marks)	Use of Terminology (6 Marks)	Analysis using theory. (6 Marks)	Examples / Case Studies. (6 Marks)
<p><b>Audience</b></p> <p><i>“How audiences are constructed and addressed by media texts and how audiences interpret and respond to media texts.”</i></p> <p><b>Industry</b></p> <p><i>“How and why media texts are produced, distributed and consumed.”</i></p> <p><b>Representation</b></p> <p><i>“How the media construct the social world, the mediation of ideas, individuals and groups.”</i></p> <p><b>Media Language</b></p> <p><i>“How the media communicate meanings through media forms codes, (technical) conventions and memes.”</i></p>	<p><b>The Media as an environment</b></p> <p>The interconnected and interdependent relationships between audience, industry, media language and representation.</p> <p><b>Converged technology, democratisation and disruption to the media ecosystem.</b></p> <p>The ways in which the active audience are able to interact and participate in production, distribution, marketing and exchange of media texts.</p> <p><b>Social media benefits and harms.</b></p> <p>Echo chambers, filter bubbles, fake news, identity politics and tribalism are some of the negative consequences of social media. The attention or surveillance economy.</p> <p><b>Ownership and Conglomerates</b></p> <p>A direct link to the music industry. Concentration of ownership has led to the commodification of culture. Conglomerates seek to monopolise a media form through buyouts and mergers.</p> <p><b>The medium is the message</b></p> <p>How new media technologies have changed the definition of what it means to be human, how society works and even challenged our sense of self and identity.</p>	<p>Media Language</p> <p>Representation</p> <p>Audience</p> <p>Industry</p> <p>Text</p> <p>Government</p> <p>Commerce</p> <p>Regulation</p> <p>Postmodern Media</p> <p>Converged Technologies</p> <p>Synergy</p> <p>Cross media convergence</p> <p>Fans / Fandom</p> <p>Participatory</p> <p>Interactive</p> <p>Disruptive technologies</p> <p>Star Image</p> <p>Influencer</p> <p>Brand</p> <p>Data / Surveillance Economy</p> <p>Echo Chambers</p> <p>Filter Bubbles</p> <p>Identity</p> <p>Conglomerate</p> <p>Monopoly</p> <p>Tent Pole</p> <p>Franchise</p> <p>Globalisation</p> <p>Advertising Model (of social media)</p> <p>Oligopoly</p> <p>Hegemony</p>	<p><b>David Gauntlett</b></p> <p>Our identity is flexible, negotiated (fluid), collective and participatory (prosumers). Identity is defined and shaped by media representations.</p>	<p><b>The Social Dilemma Documentary</b></p> <p>Watch it again for loads of examples of the harmful impact of social media and the attention economy.</p>
			<p><b>Henry Jenkins</b></p> <p>We're all fans now. Converged technology has empowered fans to reclaim socially important ideas and myths from the conglomerates.</p>	<p><b>A conglomerate.</b></p> <p>A global conglomerate that dominates within a media form. The Big Three or Disney, if you like movies.</p>
			<p><b>Tristan Harris</b></p> <p>The lead expert in The Social Dilemma documentary. He warns us of the harm social media is having on the individual and democracy.</p>	<p><b>A disruptive technology or platform.</b></p> <p>Which has changed production, distribution, marketing and/or exchange/exhibition: TikTik, Fortnite, Spotify, Netflix and mobile phones.</p>
			<p><b>Eli Pariser</b></p> <p>We exist in a web of one. The algorithm knows us better than we know ourselves and serves up content based on our previous consumption.</p>	<p><b>A social media platform</b></p> <p>Which has given fans a space to operate, but which is also designed to be addictive and compulsive: Instagram, Snapchat or TikTok.</p>
			<p><b>Marshall McLuhan:</b></p> <p>“First we shape our tools and then our tools shape us.” The invention of new technologies have profound and unforeseen consequences for humanity, society and the individual.</p>	<p><b>Cambridge Analytica</b></p> <p>A company which illegally harvested data from Facebook and used that to create bespoke adverts to bring about political change: Brexit &amp; US Elections.</p>
			<p><b>Synoptic Theories.</b></p> <p>Media ecology is a synoptic unit and so you can cite any theorist that supports your arguments...<b>Shirky, Curran &amp; Seaton, Hesmondhalgh, Media Effects, Hall, B&amp;K...</b></p>	<p><b>A Reality TV Show (Love Island)</b></p> <p>Which is highly participatory, uses regressive representations and which is a sausage factory of influencers.</p>
				<p><b>A star image or influencer</b></p> <p>Using the two step flow model of influence to monetise their influence by using synergy to promote other brands and issues.</p>
				<p><b>Fan groups</b></p> <p>Groups who use their cognitive surplus and converged technologies to influence their audience. One positive and one negative example.</p>

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