

OCR Level 3 Cambridge Technical – Diploma in Media

Research: Analysing Media Products And Audiences

Research and respond to the following questions in as much detail as possible. Where applicable cite/ reference your sources! (Use this to help you:

<https://www.ox.ac.uk/students/academic/guidance/skills/referencing?wssl=1>)

What are different forms of media?

What is a media institution/ organisation – how do they work and what products do they produce? *Briefly write about three. For example, BBC, BET, Universal, CNN. Do they own any other outlets (sister companies etc.)? Who are their main competitors?*

What does conglomerate mean? *List 2 examples.*

What are institutional/ organisational media standards? *List 1-2 ideas linked to ethical, legal, and regulatory issues/ policies.*

What is Print media and what is Broadcast/ Digital media? *Briefly write about two print media outlets. For example, The Telegraph; and two digital media outlets. For example, Podcasts.*

- ❖ What does the 'production process' mean? What are the stages of production for - - Print media (*Magazines or Newspapers etc.*) and Broadcast/ Digital media (*Radio, TV and Internet media*)?
- ❖ What does target audience mean?
- ❖ What does distribution mean in relation to media products? Who are the leading distributors in the UK and USA?
- ❖ What does operating model mean in relation to the media?
- ❖ What does spending power mean?
- ❖ What is the role of regulatory bodies?
- ❖ Define the following. What is their purpose? - Advertising Standards Authority, Ofcom, British Board of Film Classification, self-regulation.
- ❖ Note 3-5 ways in which media outlets advertise and distribute their product.
- ❖ What is the difference between soft and hard news/ media?
- ❖ What's the difference between diegetic and non-diegetic sound?

Useful websites

www.bbc.co.uk www.itv.com www.pcc.org.uk www.ofcom.org.uk
www.bectu.org.uk www.bfi.org.uk www.bbfc.co.uk www.asa.org.uk

Task:

Think about a type of media and outlet/ institution you have a strong interest in. For example, **Print news:** *The Sun, The Independent, The Voice, Vogue, Essence.* **Broadcast/ Digital media:** *ITV News, E! News, A YouTuber - Vlog series/ reviews;* **Radio/ Podcasts:** *The Breakfast Club (Power 105.1), Jamz Supernova (BBC 1Xtra).*

Note what they do and why you like product/ content.

For example,

“ ..” deals with soft news. It is quite light hearted and largely discusses viral/ topical content. I particularly enjoy the content as whilst it’s informative, I am able to keep up with current affairs concerning the entertainment world. I feel as though the stylistic choices of the presenter engage me therefore I am an avid listener.

Find out all the different products that company produce. Does the organisation have a parent/ sister company or affiliations with another company? If so, list them. Was you surprised by any of these findings?

For example,

As well as producing Radio shows, “ ” also produces and distributes TV shows and News programmes. They are the parent company to “ ”. This surprised me as I initially wasn’t aware of this, what’s more the content is directed at diverse target audiences.

What are their ethical, legal, and regulatory policies?

What are the stages of production for your media? Do they pitch their content? Do they have to have it commission? Can their posts include music? Does it go through post production? Is the sound always diegetic?

What is your particular media’s target audience?

What are the advertising opportunities? Who could/ does advertise on that platform/ alongside their content

Who could endorse their product?

How do they distribute their product?

Who are they regulated by?

Are they considered hard news or soft news and why?

This should be submitted essay styled. You must reference/ cite you sources. Use the Oxford/ Harvard referencing format.

The first two questions have sample responses/ sentence starters, use these as a guide to complete the task.