*This interview explores the theorist’s own ideas. The views expressed are the theorist’s own and do not represent Eduqas.*

1. **Focus on the television industry:** What does James Curran suggest are the positives and negatives of the current television landscape? Curran and Seaton are not specified theorists for Section A of Component 2, however applying their ideas will help you to develop your understanding

of the television industry in relation to the set products.

<http://chilp.it/ca8c02b>

**Eduqas Media Studies Theory |** Curran and Seaton: Application of Concepts Worksheet

1

Hint questions

* In what ways are the streaming giants who dominate the current television landscape helping to forge innovative drama?
* What does JC suggest are the potential negatives of that domination?

1. **Focus on the television industry:** Does non-commercial ownership lead to more diverse and creative production content in the television industry?

Use your component 2 section B set texts to identify the extent to which Curran’s ideas regarding ownership and diversity are correct for your chosen television case study products.

Hint questions

* Who funds/makes each of the two television texts you are studying?
* Can those institutions be described as public service broadcasters or commercial?
* In terms of narrative and genre expectations which of the two products is more innovative? What evidence leads you to this conclusion?
* In terms of representation issues which of the two products is more innovative? What evidence leads you to this conclusion?

1. **Focus on print news:** What effect has web 2.0 had on traditional print news according to James Curran?

<http://chilp.it/c33c922>

Hint questions

* What have print titles had to do with their content to compete with web based products?
* What effect has clickbait had on the content of news stories?
* What effect has the web had on advertising spend in print titles?

1. **Focus on print news:** Curran and Seaton argue that the quality of UK press news has suffered as a result of the commercial imperatives of newspaper production and the need to produce profits via products that entertain.

Using the *Daily Mirror* front cover below construct a response that answers the following questions:

* + In what ways do the front page stories construct **infotainment** driven news content?
  + In what ways are stories written to construct emotive reactions from audiences?

**Arguments that could be used to support a Curran and Seaton reading of the front cover supplied**

Hints: answers could refer to:

* the idea that the article is designed as consumer based entertainment
* sensationalist content
* the use of a celebrity lead story/celebrity gossip
* Premier League football content
* links to films and the use of the paper as a tool to promote film releases
* the absence of political content/hard news.



Image taken from: <https://twitter.com/dailymirror/status/891419098470592514>