EDUQAS A LEVEL MEDIA STUDIES

C2 SECTION A MEDIA INDUSTRIES KNOWLEDGE ORGANISER: HUCK AND WOMAN’S REALM

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| **Practice area 1: technology effects Huck**  **Areas to scope**   * Effects of technology change on production and distribution * Reasons why niche title production is viable in the digital era * How convergence helps independent magazines locate content and audiences * The extent to which Huck relies on digital convergence |

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| **Investigation area** | **Huck** |
| P**roduction** advantages that new technology deliver to Huck | Reliance on freelancers |
| Use of social media to locate story content |
| Production cost benefits |
| D**istribution** advantages that technology deliver to Huck | Global distribution |
| Direct to customer cost savings |
| M**arketing/content strategies** that digital convergence enable for Huck | Transmedia storytelling |
| Trialing New content |
| Audience cultivation |
| Bypassing third party support |
| The of technology to allow Huck to develop its independent/countercultural brand identity | Citizen journalism |
| Digital utopianism |

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| **Practice area 2: ownership effects & application of Curran and Seaton** (can be applied to both or just one set texts)  Areas to scope   * Ownership as a significant factor that determines magazine content. * Other economic factors that play a crucial role in determining magazine content. * Curran and Seaton arguments – particularly those surrounding the idea that media concentration inhibits content diversity. |

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| **Investigation area** | **Woman’s Realm** | **Huck** |
| The idea that the media is controlled by a small number of companies primarily driven by the logic of profit and power | Lots of evidence to support this. What is the 1958-61 IPC consolidation? | Lots of evidence to challenge C&S here. In what ways does Huck exemplify the current explosion in independent magazine publishing? |
| Why was there a consolidation? What benefits did it bring? | What technology-based factors enable independent publishers to set up successfully? |
| What horizontal integration benefits did it produce in particular? | What production/distribution benefits does digital technology enable? |
| The idea that media concentration generally limits or inhibits variety, creativity and quality | What role does advertising play in inhibiting creativity? |  |
| Evidence to back this up from the set text: |
| Evidence to challenge this: |
| The idea that more socially diverse patterns of ownership help to create the conditions for more varied and adventurous media productions |  | Evidence to back this up from the set text: |
| Evidence to challenge this: |
| What role does advertising play in inhibiting creativity? |