

Questions relating to the Media Industry MECS1000

We will be doing this exercise as a kind of speed dating activity (1 minute to ask these questions):-

	Yes	Totals	No	Totals
Do you buy a newspaper				
Do you read news online				
Do you buy CDs				
Do you download music				
Do you buy DVDs				
Do you watch films online				
Do you go to the cinema				
Do you have a television set				
Do you watch programmes online				

Now total the answers that you have and discuss what this suggests about buying habits. What are the highest and lowest figures in the 'Yes' column. What are the highest and lowest figures in the 'No' column. What might these mean?

1. We will watch the short clip relating to the Murdoch empire https://youtu.be/T9PoD_KJsP0 (2.07 mins) What are the implications of such empires?

2. What is the definition given for conglomerates in the extract from Branston, G. & Stafford, R. (2010) *The Media Student's Book*, Oxon, Routledge. You will find this on page 207.

3. How is convergence described in the extract from Branston, G. & Stafford, R. (2010) *The Media Student's Book*, Oxon, Routledge. You will find this on page 205.

4. Watch the clip about media convergence <https://youtu.be/65zffKVSXVg> (3.39 mins)
How does media convergence effect you?

5. Watch the clip from https://youtu.be/h0d_QDgl3gl (12.27 mins) What are the implications in relation to corporation power and government power as highlighted in the clip?