

# Introduction

- Defining the media industry
- Approaches to studying media institutions
- Types of institutions
- The Film Industry, the Television Industry
- Media and Advertising
- Global contexts
- Learning outcome 2: basic understanding of the three core areas in MCS (Production/Institutions)

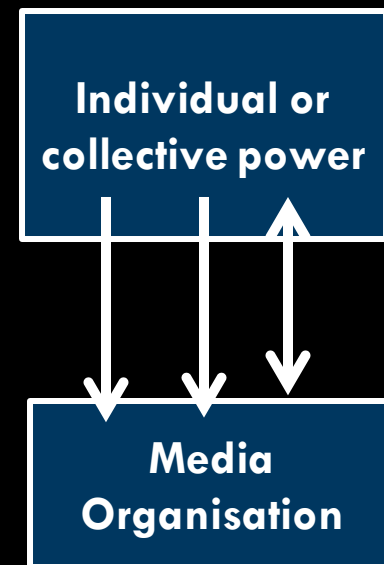


# The Media Industry

- Institution of society
  - Organising bodies or structures of society
  - Media as a social institution (coordinates social and cultural values)
- Industry that produce media commodities in a capitalist society
- Media industries in economic contexts

# Approaches to Studying Media Institutions

- Frankfurt School - debates about mass culture and role of cultural industries
- Culture as a production of capitalist corporations (media industries)



# Media Institutions

- **Multinational** - do businesses in different countries
  - E.g. Disney
- **Conglomeration**
  - Buy into similar businesses to meet competition/dominate the media sector e.g. Walt Disney
- **Vertical integration**
  - E.g. NewsCorp
- **Lateral integration**
  - Buys across different media
  - Walt Disney owning Touchstone, ABC Network etc.
- **Diversification**
  - Buys into businesses which have nothing to do with media
- A few industries tend to dominate (1.01 mins Monopoly/Oligopoly)

# The Film Industry

- No coherent British Film Industry (see film clip) (0.50 mins but also British Film Industry (9.19 mins))
- Different sources are brought together
- From US, from television (C4) etc.
- DVD sales are important

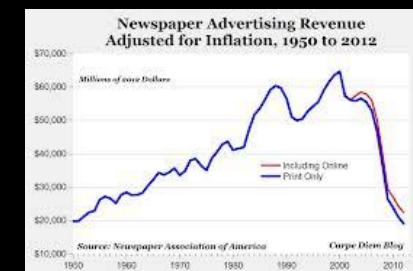
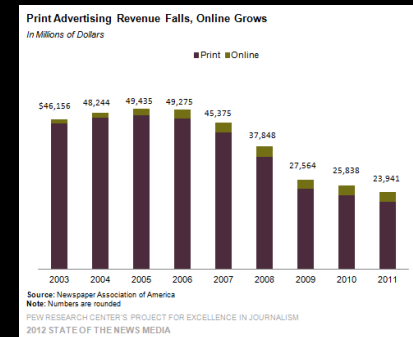
# The Television Industry

- Depends on co-production
- Programmes sold worldwide
- Cross-media ownership
  - One medium helps finance another
  - E.g. spin off video games
- Online television – (7 mins) binge watching  
(changing television industry) (4.16 mins)



# Media and Advertising

- Symbiotic relationship
- E.g. newspapers, magazines rely on advertising
- Advertising reinforces the dominant ideology of media owners
- Dominant discourses – from patterns of ownership and production
- And practices of media owners
- And of course the internet (3.28 mins) changing how the industry targets us



# Global contexts

- Global market generates wealth by unequally
- New media are expanding the diversity of the media
- Globalisation – Ideas about globalisation and glocalisation (resistance and conformity)
- E.g. [Music industry and globalisation](#) (3.13 mins)





# Summary

- Media industry/social institution
- Approaches to studying media industries
  - Frankfurt school, Economic and cultural contexts, power approach
- Types of institutions
  - Multinational, Conglomeration, Integration, Monopoly/Oligopoly
- Various industries e.g. film, television etc.
- Media and Advertising – symbiotic relationship
- Global contexts – globalisation/glocalisation/online worlds
- Introduction to questionnaires
- Learning outcome 2: basic understanding of the three core areas in MCS (Production/Institutions)

# References

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