

Independent Study book

Unit 1: Media Products and Audiences

Student Workbook

Name:

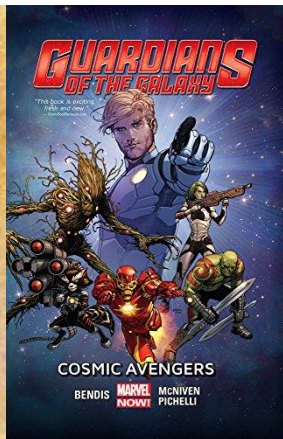
Independent Study task

Unit 1 LO1

Synergy and Cross-media promotion

Key Terms – Synergy and cross-media promotion: (LO1)

TERM	MEANING
Synergy	Synergy is the promotion of products, usually related, for a mutual benefit – increasing awareness and sales by appealing to a wider target audience. Music lovers may be more interested in watching a film if they hear songs from the main soundtrack.
Cross-media promotion	<p>This is where a product is promoted across multiple platforms and distribution methods, for example a TV advert which is also used online and images from this used for posters or billboards, in addition to a radio advert and website. They share the same content to help reduce time required to produce these and therefore the cost of production.</p> <p>A cross-media company produces media products of more than one type.</p>



Key Terms – Synergy and cross-media promotion: Examples (LO1)

TERM	EXAMPLES
Synergy	<p>The majority of modern films will include a wide range of recognisable songs which are released by artists as singles. This leads to a more popular soundtrack to be bought by the consumer. An example of this is in the James Bond films which make a big thing out of the main soundtrack song being in a prominent position towards the start of the film whilst rolling the credits – a traditional form convention. Another example may be superhero movies, such as Guardians of the Galaxy where the 'Awesome Mix vol 1' is shown in the film and then used as imagery on the front of the album soundtrack. Equally, at the end of a film within the credits, there is always a notice to state soundtrack available on X records etc. and including all information about each song used in the film. These products are used to help promote each other and increase sales. In the image of the Guardians of the Galaxy comic, it is a storyline involving other avengers. This is to get more people in to reading this story arc if they are interested in the Avengers film.</p> <p>Another example of where this happens is the use of video games which are directly based on the film, for example, Lord of The Rings Return of the King produced a game by EA Games containing levels/missions to complete from iconic parts of the film or the Lego computer games or sets based on the films.</p>



Key Terms – Synergy and cross-media promotion: Examples (LO1)

TERM	EXAMPLES
Cross-media promotion	<p>This is the promotion of a product over multiple different distribution methods. For example, a film trailer could be displayed on TV or in a cinema, this could then be used online on social media, with the audio aspect of this used for a radio advert, images from this could also be used in posters or billboards. This creates a consistency for the audience to recognise and identify the media product, whilst saving money on the production of promotional materials for the media company.</p> <p>Sometimes, companies may be referred to as 'cross-media companies' meaning they produce media in multiple different media sectors. Disney, Sony or any other conglomerate would be a great example to use here. Disney have TV channels, film production companies, audio production companies, game production companies and again making use of current or historical examples would be wise here. Disney Infinity, for example, was closed down after not performing as Disney would have hoped. It brings together a multitude of their properties and their characters such as Disney's Mickey, Donald etc. classic characters, Frozen's Ana and Elsa Princesses, Marvel's Iron Man, Hulk etc. superheroes and Star Wars characters such as Han Solo to create an epic game. It could be used as an example of trying to promote other properties that people are not initially interested in, for example, a young child interested in Princesses now likes the look of Black Widow or some of the classic Disney characters and then seeks out products with these characters as well.</p>

Key Terms – Synergy and cross-media promotion: Examples (LO1)

TERM	EXAMPLES
Synergy	
Cross-media promotion	

Exam style questions

Synergy and cross-media promotion



Explain **two** benefits of synergy for specific conglomerate institutions you have studied

Identify the name of a cross-media company.

Explain how the company you identified above uses synergy. Use examples to support your answer

Exam style questions



Media company structure

Explain **two** benefits of synergy for specific conglomerate institutions you have studied

1	
2	

Exam style questions



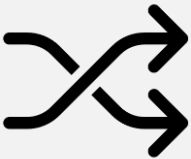
Media company structure

Identify the name of a cross-media company.

Explain how the company you identified above uses synergy. Use examples to support your answer



Independent Study task



Synoptic Content
Unit 24

Unit 1 LO1

Digital Media job roles

Key Terms – Job roles in the media industry (LO1)

JOB ROLE	EXPLANATION OF WHAT THEY DO – 5 DIFFERENT THINGS MINIMUM
Director	
Producer	
Editor	
Set designer	
Photographer	

Job adverts in the Media sector

Find 3 job roles in the media sector including title, salary, location, company, qualifications required, skills and attributes required

Job adverts in the Media sector

Job adverts in the Media sector

Explain how two of your job roles work together

Unit 1: LO2

2.3 Evaluate how products are distributed to media audiences

Information about media products

Basic information about the product

- Title
- Age certification/rating
- Year of release
- Original Distribution method
- Other distribution methods since original release

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- Title
- Age certification/rating
- Year of release
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- Other distribution methods since original release

Evaluate the positive and negative aspects of using the distribution method(s) for your product?

Evaluate the positive and negative aspects of using the distribution method(s) for your product?

Independent Study task

Unit 1: LO2

2.1 Understand how media products are advertised

Key Terms – Marketing methods for media products

KEY TERM	DEFINTION + GENERIC EXAMPLES
Above the line	
Below the line	
Blue sky thinking	

Advertising in Media industries: examples

Above the line

Below the line



Unit 1: Media product examples

Use media product examples to illustrate your answers
Genre, narrative, representation, mise en scene and production techniques questions

In many of the questions in the exam there is reference to 'use media products you have studied' as part of your answer.

This is the case for larger questions, however being able to apply examples of a conglomerate or use of synergy in smaller 2, 3 or 4-mark questions is still common in past papers, as you have previously studied.

This independent study task will provide different examples of existing media products you could draw upon for Genre, Representation, Mise-en-scene and Narrative questions, as well as technical codes including sound and camerawork.

One of the key aspects is to plan the answers out, so that if the question comes up in the exam, you can recall your plan for it, quite comfortably.

Using the same media products would be recommended, so long as they are relevant to the question, so that it is easier to recall regardless of which question pops up.

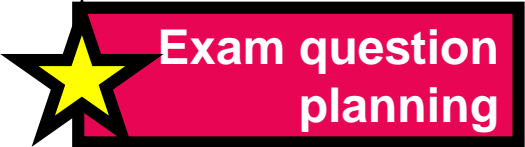


Media examples

Why do we need examples of media products?

Narrative

Analyse how the concept of narrative can be applied to a media product you have studied.
Use examples to support your answer. [12]

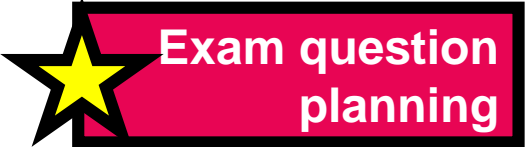


Definition – what is meant by the concept of Narrative? (This is the introduction and should be 2/3 sentences.

Media product	Example – how does it relate to the question. This should be a brief description, not a synopsis of the scene or film.

Genre

Analyse how genre conventions have been used to create meaning in a media product you have studied.[12]

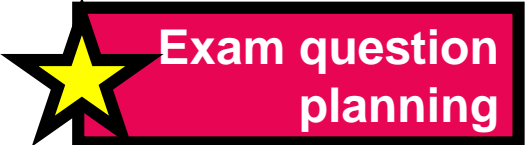


Definition – what is meant by the concept of Genre? (This is the introduction and should be 2/3 sentences.

Media product	Example – how does it relate to the question. This should be a brief description, not a synopsis of the scene or film.

Representation

Analyse the concepts of 'genre' and 'representation' in a media product you have studied.[12]

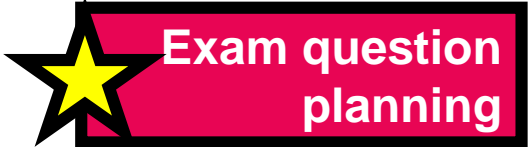


Definition – what is meant by the concept of Representation? (This is the introduction and should be 2/3 sentences. Focus just on the representation part, as you have already completed genre previously.

Media product	Example – how does it relate to the question. This should be a brief description, not a synopsis of the scene or film.

Mise-en-scene

Analyse how mise-en-scène elements contributed to the construction of stereotypes in a media product you have studied.[12]

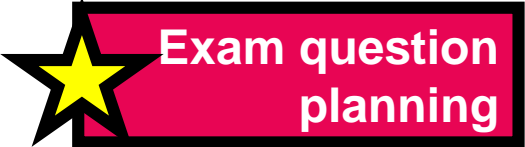


Definition – what is meant by mise-en-scene and stereotypes? (This is the introduction and should be 2/3 sentences.

Media product	Example – how does it relate to the question. This should be a brief description, not a synopsis of the scene or film.

Production techniques

Analyse how production techniques have been used to create meaning in a media product you have studied.[12]



Definition – what is meant by the concept of Production techniques? (This is the introduction and should be 2/3 sentences.

Media product	Example – how does it relate to the question. This should be a brief description, not a synopsis of the scene or film.