# Task 1 – Media sectors

1. What is meant by media sector?
2. Name 5 different media sectors

1.

2.

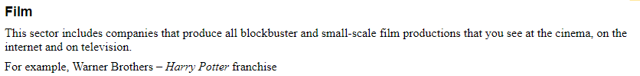
3.

4.

5.

1. For each of the sectors named above, give an example of a company and explain what products they produce.

*Example*



# Task 2 – Keywords

Find the definition of the following keywords.

* Conglomerates
* Specialist providers
* Production
* Synergy
* Cross media

# Task 3 – Conglomerates

Give an example of a conglomerate and what other businesses it owns.

# Task 4 – Independent companies

1. What are they?
2. How do they differ from mainstream companies?
3. What are the advantages of being independent?
4. What are the disadvantages of being disadvantage?

Use the link to find out more <https://www.bbc.co.uk/bitesize/guides/z9hrwxs/revision/2>

1. Find an example of an independent company and how they work.

# Task 5 – Cross media ownership

1. Explain what a cross media ownership is with an example.

# Task 6 – Job roles in media

Research & explain what happens at each stage of the production cycle.

1. Pre-production
2. Production
3. Post production

Choose a media industry of your choice and research at least 5 job roles within the sector. Using the table below, tick which part of the production process each job facilitates.

|  |  |  |  |
| --- | --- | --- | --- |
| Job role | Pre - production | Production | Post - production |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

# Task 7 – Cross media products case study

Choose a conglomerate which has been successful in the release of a block buster film. You are to write a 500-word case study on how they used cross media to promote the film e.g., release of a game, music, online promos, websites, social media, print, merchandise etc. (Comcast who own Warner brothers who released Harry Potter)

# Task 8 – Impact of media on the audience

*“Computer games are the reason why people act violent”*

Write a 500-word essay arguing the above quote. You must give reasons for why you agree and disagree with this statement using real life examples and research to support your answer.

You must also reference all your research and sources used.