

Creative Digital Media – Summer Research Task

Introduction

There are a number of sectors that make up the media industries: film, television, radio, animation, interactive media, publishing, press, computer games, advertising and marketing.

Your task is to produce a two-part report. Task one should give an overview of the media industries and task two examine one of them in more detail. Further details are given below.

Any sources you use should be referenced. See the example paragraph in task one for guidelines on how to reference.

Task One

Task one should give an overview of the media industries. Identify the different sectors (see above) and provide as much detail as you can on the range of products that each sector produces. An example paragraph for the radio industry is shown below.

Example:

The radio industry employs people such as producers, writers and editors are involved but somewhat less people are required for a radio production. The most popular radio station, BBC Radio 2 has 15.1 million listeners ever week, at least 4 million more than any other station (Media info 2016). Radio is often found and used in vehicles to listen to music or news reports; the same things found on most radio stations. Like television, there are many different radio stations that suit a different taste and have different people and a theme. For example, Classic FM plays classical music whereas Capital FM plays chart songs. As well as music and news bulletins, radio also has been used for plays and story-telling, the most famous case being the broadcast of “War of the Worlds” which created a mass panic due to its news-bulletin style format which convinced people of a real alien invasion. One genre which all the previous industries including radio cover is sports. Radio stations such as talkSPORT are specifically made in a conversation format between hosts about the sports. The most popular radio broadcast is ‘Adult Contemporary’ presented by BBC Radio 2 with 15 million listeners per week (Rajar 2015). Another product of radio which is also prominent in television is advertising. Adverts between shows are specifically designed to be memorable as only sound is used. The adverts are intended to be memorable and stay in your head so often jingles are used and a fast rhythm. Because of this adverts are often short in length so more can be played between programmes, news bulletins or even music tracks.

References:

Media Info. (2016). Available at: <https://media.info/radio/data/the-most-popular-radio-stations-in-the-uk>. Last accessed: 13/11/17.

Rajar. (2015). Available at: http://www.rajar.co.uk/listening/quarterly_listening.php. Last accessed: 13/11/17.

Please turn over for the second part

Task Two

Task two requires you to investigate **one** media sector in more depth.

Select one media sector that you would most like to work in (film, television, radio, animation, interactive media, publishing, press, computer games, advertising, marketing). For your chosen sector produce a detailed section of your report that covers that sector. Your report should cover the nature and size of the industry:

- Who are the major players?
- How is the industry funded?
- What legal and ethical considerations affect the sector and those working in it?
- What job roles are available in your chosen sector? (Consider management, creatives, technical, administration and distribution) Include information on:
 - What skills would a person working in those roles need to have?
 - How are people typically contracted? (Full/part time? Casual? Temporary? Permanent? Voluntary? Freelance/Self-employed?)
- Discuss professional behaviour and why it is important in your sector. Think about:
 - Professionalism – timekeeping, personal appearance, reliability.
 - Managing own activities – maintaining a calendar or diary, compiling accounts, marketing freelance work.
 - Maintaining skills – updating technical skills, understanding new technology.
 - Contribution to team projects.
 - Communication skills – with colleagues, with client, with customer.

Sources for this part of the report should be referenced in the same way described in part one. For more information on referencing, please see below.

Referencing

It is critical at level 3 that you reference all of your sources. We will be using the Harvard system of referencing to do this. For more information why this is important, please see the information available at: www.tinyurl.com/QEGSReferencing

There is also an online reference creator tool that you can use to put your references into the correct format. This can be found at www.tinyurl.com/QEGS-RefCreator

As shown in the example paragraph for part one, the author and year should appear in brackets in your text and a full reference in the references section at the end of your work.

If you have any questions or require any further guidance please email Mr Illsley at

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The hand in date for both of the above tasks is your first Creative Digital Media lesson in September 2018.