**Industry Theory**

**Apply to LFTD**

**For each academic idea or quotation:**

1. In column 2 of the worksheet, list the textual examples from the episode that you can apply the academic idea to in the set product. This might include examples from:

camerawork

editing

sound

mise-en-scène

characters

narrative

storyline

representations of events, issues, people, places.

1. In column 3, write down the meaning offered as a result of applying the academic idea to the case study product.

What does the theory help us to understand about the product?

What does the product help us to understand about the theory?

how can the examples in the product help to ‘support’ the theory?

How can the examples in the product ‘challenge’ and question the theory?

Summarise each theory in a simple and creative, but memorable phrase or sentence:

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| --- |
| **Hesmondhalgh Cultural Industry Theory** |
| **Livingstone & Lunt Regulation Theory** |
| **Curran & Seaton Power and Media Industries Theory** |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Risk is high in the cultural industries because of the difficulty in predicting success, high production costs and the fact that media products are ‘public goods’…industries rely on ‘big hits’ to cover the costs of failure and rely on repetition of stars, genres, franchises, repeatable narratives and so on to sell formats to audiences. Industries and governments try to impose laws to make these only producible by industry**. (Hesmondhalgh) – *Cultural Industry Theory*** |
| **Set product 1** |  |  |
| **Set product 2** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Media regulation is necessary to protect consumers and make sure media industries act in the public interest, however this is being undermined by the development of a global online media culture. **(Livingstone & Lunt) – *Regulation*** |
| **Set product 1** |  |  |
| **Set product 2** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| The concentration of media ownership means the media industry is dominated by a small number of conglomerates. Less competition means less diversity of products, viewpoints and spread of revenue. The companies focus on profit and power – not creativity and innovation. Despite the development of online media the established major media organisations continue to be dominant. **(Curran & Seaton) – *Power and Media Industries*** |
| **Set product 1** |  |  |
| **Set product 2** |  |  |