



Understanding Key Concept One

Key concept one: the idea that cultural industry companies try to minimise risk and maximise audiences through vertical and horizontal integration, and by formatting their cultural products (e.g. through the use of stars, genres, and serials)

1. Identify 4 key words that you think are important in the concept above:

1. _____
2. _____
3. _____
4. _____

2. **Focus on concept 1:** What does David Hesmondhalgh define as **horizontal integration** in the extract below? Why does he think horizontal integration is an important feature of the contemporary media landscape?



<http://chilp.it/ff47708>

Horizontal integration definition



Why does David Hesmondhalgh think horizontal integration is an important concept?

Hint questions

- What are some of the roles that culture plays in society?
- What negatives are forwarded by David Hesmondhalgh regarding the power of big media companies?

3. **Focus on concept 1:** David Hesmondhalgh argues that the making of commercial media products is an inherently risky venture. Use the two video extracts to the right to explain why David Hesmondhalgh forwards this argument and to identify the strategies that the media industry uses to minimise the risks associated with media production.



<http://chilp.it/e118048>



<http://chilp.it/317f6e0>

Why are media products risky?

Hint questions

- What happens if a media product isn't successful?
- Why are new media products particularly risky?
- What happens to media companies if they have too many failures?



What tactics do media producers use to minimise risk?

Hint questions

- What function does marketing play in terms of reducing the risk of a product failing?
- In what ways does genre driven production help minimise the risks of product failure?

4. **Focus on concept 1:** David Hesmondhalgh also suggests that **overproduction** helps to reduce the risks associated with media production.

What role does **overproduction** play in the culture industry?



<http://chilp.it/4972858>



Hint questions

- How do hit products compensate for other failures?
- David Hesmondhalgh suggests that profits can be 'exponential' in the media industry if a product is a hit. What does this mean?

Understanding Key Concept Two

Key concept two: the idea that the largest companies or conglomerates now operate across a number of different cultural industries.

5. Identify 2 key words that you think are important in the concept outlined above:

1.

2.

6. **Focus on concept 2:** What example does David Hesmondhalgh give of a media conglomerate that is trying to expand into a new territory? Why does David Hesmondhalgh think this kind of expansion occurs? Why might this be problematic?



<http://chilp.it/9760533>



Hint question

- Which media company is Disney trying to buy and what arguments does David Hesmondhalgh forward to explain why these kinds of expansions occur?

7. **Focus on concept 2:** David Hesmondhalgh argues that **public service broadcasting** has different aims to **commercial media**. What role does David Hesmondhalgh suggest public service broadcasting plays in terms of generating **cultural diversity**?



<http://chilp.it/421ff1a>

Hint questions

- David Hesmondhalgh argues that independent companies and PSBs produce less formulaic content. Why is this a good thing?
- David Hesmondhalgh suggests that public service organisations have a history of taking risks.
- What challenges do public service media organisations currently face? Why might these organisations become more risk averse as a result? Use your knowledge of the BBC's funding model to explain why this might be so.



Understanding Key Concept Three

Key concept three: the idea that the radical potential of the internet has been contained to some extent by its partial incorporation into a large, profit-orientated set of cultural industries

8. Identify 3 key words that you think are important in the concept outline above:

1. _____

2. _____

3. _____

9. **Focus on concept 3:** What relationship exists between the tech giants who dominate the internet and traditional media providers? How, according to David Hesmondhalgh, is that relationship changing?



<http://chilp.it/3ec1d10>

Hint questions

- What sorts of relationships have tech giants (Apple, Google and Amazon) and traditional media producers forged?
- What services or benefits do tech giants provide within those relationships?
- What services or benefits do traditional media producers provide in those unofficial synergies?
- In what ways are tech giants beginning to fulfil the function of traditional media producers themselves?
