Your notes

GCSE Media Studies: revision notes

Media industries

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Ownership and funding

- Many media products are made by large **conglomerates** that own companies across different media.
- **Vertical integration**: owning different stages of production and distribution (such as a film studio that owns cinemas). **Horizontal integration**: owning several companies at the same stage (such as several magazines).
- Funding comes from advertising, subscriptions, sales, sponsorship, and the licence fee (for the BBC).

Public service and commercial media

- **Public service broadcasting** (PSB), such as the BBC, aims to inform, educate and entertain everyone, and is funded by the licence fee, so it has no adverts.
- Commercial broadcasters, such as ITV and Channel 5, make money from adverts and must attract large audiences. Channel 4 is publicly owned but funded by adverts.
- Streaming services, such as Netflix, are funded by subscriptions.

Regulation

- **Ofcom** regulates TV, radio and video-on-demand in the UK.
- IPSO (the Independent Press Standards Organisation) regulates most newspapers and magazines.
- The ASA (Advertising Standards Authority) regulates adverts.
- The BBFC classifies films (such as 12A and 15), and PEGI gives age ratings to video games.

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Technology and convergence

- **Convergence** is when different media come together on one platform, such as TV, news and games on a smartphone.
- Digital technology lets products reach global audiences, and lets audiences create and share content.

Key terms

Conglomerate	A large company owning businesses across different media.
Vertical integration	Owning different stages of production and distribution.
Horizontal integration	Owning several companies at the same stage.
Public service broadcasting	Broadcasting that aims to inform, educate and entertain everyone.
Regulation	Rules and bodies that control the media.
Ofcom	The UK regulator for TV, radio and video on demand.
Convergence	Different media coming together on one platform.

Quick questions

Cover the answers and test yourself: remembering is what makes it stick.

1. How is the BBC mainly funded?
2. Which body regulates UK television?
3. Which body regulates most UK newspapers?
4. Which body gives age ratings to video games?
5. Which body classifies films in the UK?
6. What is vertical integration?
7. What is convergence?
8. What is the aim of public service broadcasting?

Answers

1. The licence fee
2. Ofcom
3. IPSO
4. PEGI
5. The BBFC
6. Owning different stages of production and distribution
7. Different media coming together on one platform
8. To inform, educate and entertain everyone

What to do next

Practise 10 questions on this topic

Your notes

Try 3 exam questions, with mark schemes

Read the lesson, one step at a time

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