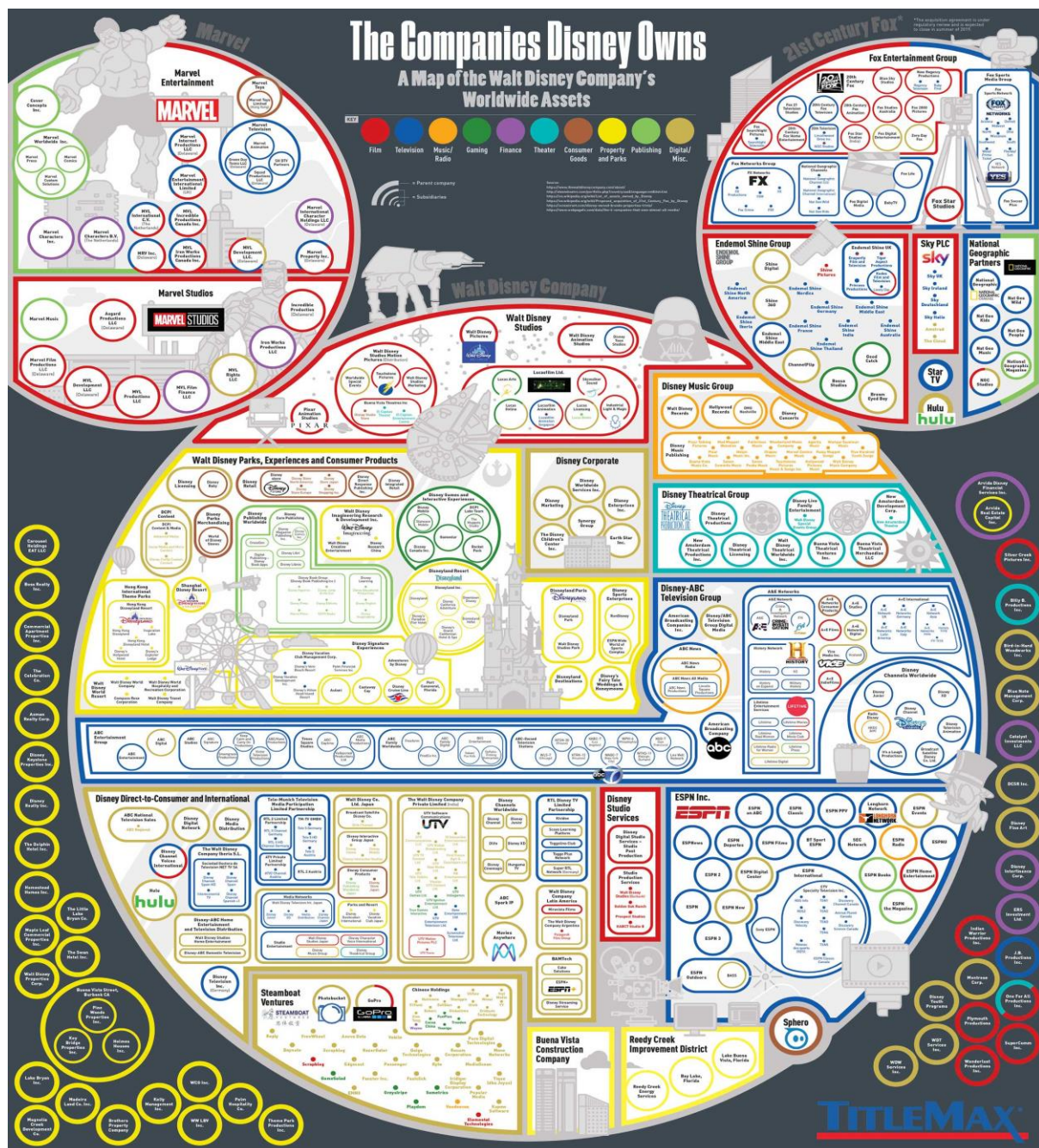


Media Studies Progression Work

When we study Media Studies we cover four key areas, these are known as the 'Theoretical Framework'. These four areas are:

- **Media Language** (how meaning is created in a media text)
- **Representation** (how people, groups, issues are presented by a media text)
- **Media Industry** (the ownership, funding, marketing of a media text)
- **Media audiences** (how texts target certain audiences, how audiences consume texts)

The tasks you are going to do in this worksheet will help you explore these four key areas that we cover in Media Studies.



Task 1

Most mainstream media companies exist as part of a **CONGLOMERATE**. They are what is known as **SUBSIDIARY** companies. Find the media definition for the two terms in capital letters and write a definition for both terms

<u>CONGLOMERATE</u>	
<u>SUBSIDIARY</u>	

Disney is a large conglomerate company, it is very rich and powerful, it has a global reach and it owns many other companies that cover all areas of the media industry.

Task 2

Explore the Disney infographic on the front page of this booklet. If you cannot enlarge the image to see the companies closer then follow the link below to an online version where you can zoom into the image. https://storage.googleapis.com/titlemax-media/1c8ace8f-every-company-disney-owns-13_pageversion-lg.jpg

- What different media sectors does Disney have companies in? (*i.e. film, tv, etc...*)
- Disney owns Marvel Studios – why do you think they might have bought it? What does Marvel add to Disney as a company?
- Looking at the companies Disney owns, if Disney release a film what else could they release with the film to maximise profits? (*i.e. games, etc...*)
- Pick one company that Disney owns, find out what that company does and how helps generate money for Disney as a whole.

Write a paragraph explaining how Disney can be considered one of the major media companies. Use the words **CONGLOMERATE** and **SUBSIDIARY** in your paragraph.

Task 3

Disney as a company is nearly 100 years old! **Create a basic timeline illustrating how Disney has grown as a company since it was established in 1923**

Task 4

As Disney is such a large company with many subsidiary companies making a range of different media texts it will be able to appeal to a **wide global audience** and be able to **maximise profits** and **audience reach**. Different companies might make products for different audiences.

Research the following two companies that Disney own and decide how the audiences for the two companies are different

- **Disney Pixar**
- **Fox Searchlight**

Company	Types of film produced	Target audience
<u>Disney Pixar</u>		
<u>Fox Searchlight</u>		

When we look at target audiences for media texts we often talk about a text having a **PRIMARY AUDIENCE** and a **SECONDARY AUDIENCE**. Write a definition for both these terms

<u>PRIMARY AUDIENCE</u>	
<u>SECONDARY AUDIENCE</u>	

Who do you think the primary and secondary audiences are for the following Disney texts:

- **Black Panther**
- **Toy Story**
- **National Geographic Magazine**
- **Star Wars franchise**
- **Demi Lovato (music)**

