

Media in the Online Age

Revision Pack



MHCHS
Media and Film Department

G325: What is Section B about?

The question will be about how the media has been changed by the internet. You are going to write about the news and film industries.

This question will ask you to write about **the effects of the internet**. You must refer to at least two areas of the media. You should write about **news** (The Guardian/TV news) and **film** (Section A of Film Studies). You can mention any other media area if you want to.



The news everywhere
Available anywhere

Visit m.guardian.co.uk,
the new and improved mobile
website from the Guardian



You should **do this question first**. It is worth half the marks for the exam and you need to spend a full hour on it. You must answer **one** from a choice of two questions on **Media in the Online Age** (question **8** or **9**).

The questions can look tricky but you just need to adapt your knowledge and understanding of these two areas to answer them. You must refer to how news and film used to be produced and distributed in the **past** and how the internet has changed how they are **now** produced and distributed. So...

Pre internet	→	Early Internet	→	Now
Print newspapers		News websites		Apps/Twitter
9 O'Clock news		24hr News channels		Personal/Portable/Interactive Converged/on every platform
Cinema/ TV Video recorders		Satellite TV DVD		Streaming/Netflix/Megashare Film/VOD /Crowdsourcing



Ok. Get ready. The problem with this section is not what to include but what to **leave out**. As you will see in this revision pack, there is a **huge amount** of material you could write about.

The challenge is to **choose examples** that help you to answer the question. Part of your preparation should be to **filter out** the stuff you don't want to write about.

When you have decided on your **strongest points** you need to think about how you can **organise them** into an answer.

There are some **essays** at the end of this pack for you to look at and some **sentences** that reference theory too.

Remember **you must name at least two theorists** in your response or you will **lose marks**.

So, here comes a whole load of information. Don't be intimidated. Some of it you know already, and you don't need it all. Look at this as a kind of overview, and try to find the bits that you are really interested in because they will be easier to write about.

What do you know already?



The audience has changed: **digital natives** want their media fast/interactive/portable/on all platforms and free!.

Old media forms have had to **adapt to survive**. The challenge has been to make money from the internet.

The internet has brought **more competition** for producers; more channels, more sources, more choice.

Digital media products are more **fluid** (Clay Shirky) **and transferable**. Sharing is easier. Digital content is cheap or free.

All media have been changed by **social networking**. Twitter and Facebook influence both news and film.

The distribution of news is now **horizontal** as much as it is vertical. Stories and links trend/are passed around, through social networks.

The internet age is the age of **prosumers**. The digital revolution has allowed everyone to create and share.

ZITS



Jerry Scott & Jim Borgman

What are your examples?

theguardian

News

Use your work on the Guardian. It is a great example of how the internet has affected the news industry.

- Reduced advertising income and falling sales of the print edition (now below 200,000 per month) meant that the Guardian had to change and migrate onto the web. It now has **more than 100 million unique users a month!**
- It is **free online** and aims to be ‘woven into the fabric of the internet’.
- The Guardian hopes to make money from advertising. Other online newspapers, like The Times, have introduced ‘**hard paywalls**’. The Telegraph offers **metered access**. **Monetising news** is the challenge for all news providers.
- Journalism is in crisis as **citizen journalists** challenge established institutions. Most news providers now **co-opt** these by using their contributions. Much of this comes from social media like Twitter.
- The Guardian is a Web 2.0 product. Comment is Free, guardianwitness, the Digital Archive, interactive elements.

You don't **have to** write about TV news as well but you should have some understanding from this year's coursework:

- TV news is no longer ‘**appointment television**’. Bulletins and packages are all online. So TV news is **synergetic** with online news: ‘Go to our website for more on this story’.
- TV news has had to translate its ‘**brand**’ into an online product: BBC = reliable, serious. Sky = Fast, popular, ‘First with Breaking News’. Channel 4 News = Investigative, serious, long form reports.

So, there's the general outline of the news industry and how it has been transformed by the internet (**because it has**).

Remember, you can't include all this stuff in an hour long essay you just need to look through it, be aware of it and **be ready to pick out the bits you need**.



"I'm cutting articles out of the newspaper while we still can."

Don't forget; when you are answering the question you must **answer the question**. Just writing down a list of examples without linking them in to what you have been asked will get you **no marks**.

Speaking of linking...here are some links:

Watch Paul Lewis's talk on using **Twitter as a journalistic tool**:

http://www.ted.com/talks/paul_lewis_crowdsourcing_the_news.html

Look at the Guardian's **interactive page** on the Snowden Files:

<http://www.theguardian.com/world/interactive/2013/nov/01/snowden-nsa-files-surveillance-revelations-decoded#section/1>

Watch Becky Gardiner, Comment Editor of the Guardian, on **Open Journalism**:

<http://www.theguardian.com/media/open-journalism>

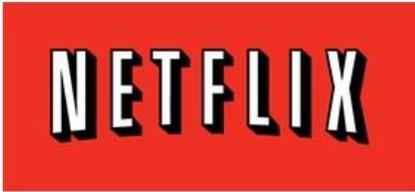
Look at Clay Shirky talking about subscriptions and membership for newspapers online:

<http://www.guardian.co.uk/technology/video/2012/apr/04/clay-shirky-pay-models-video>

Look at Tsien Tsow talk about Paywalls 2.0:

<http://www.guardian.co.uk/media-network/video/2013/jan/31/tien-tzuo-paywalls-subscription-video>

Film

The Netflix logo consists of the word "NETFLIX" in a bold, white, sans-serif font with a black outline, set against a solid red rectangular background.The Megashare logo features the word "Megashare" in a colorful, rounded font where each letter is a different color (M: blue, e: green, g: red, a: yellow, s: blue, h: green, a: red, r: blue, e: yellow). Below it, the tagline "watch movies online" is written in a smaller, grey, sans-serif font.

If you are a Film Studies student you can use any relevant work from your AS level. You don't have to divide your answer to write about news and then film but **you must refer to both in your answer.**

- The film industry (pre-internet) **controlled distribution** to cinemas and TV stations.
- Online **piracy** and file-sharing challenged this control.
- **Illegal streaming** of films is a major threat to the industry. 3D is one possible solution. 3D films are difficult to pirate.
- Illegal streaming sites such as **Putlocker** are a threat to film industry income.
- Films are now **available online** through providers like Netflix, Love Film and iTunes.
- Because of these sites film is now an **'impulse' purchase**.
- Film companies use the web for **marketing**: every major release has its own website.
- **Social networks** have changed marketing: film posters now feature Twitter comments.

Here are some ideas about the audience, who used to just sit and watch films:

- Fans create their own websites in tribute to their favourite films and film stars.
- Social networking is the new 'word of mouth' for the film industry.
- Films can be mashed up, re-edited and posted online by a prosumer audience.
- Crowdsourcing means that the internet can be used to finance and produce films.

Film Links

Watch Michael Burns (Lionsgate) on the Future of Online Distribution:
<http://www.youtube.com/watch?v=brW4hSfavQc&safe=active>



Read this article on the fight against movie piracy:

<http://www.guardian.co.uk/film/2012/may/04/avengers-theaters-midnight-mania-piracy>

Here's more from the Guardian <http://www.theguardian.com/film/piracy>

Life in a Day is the first great example of using the internet to **crowdsource** a film:

<http://www.youtube.com/lifeinaday>



A contemporary example of **crowdfunding** is *The Secret Life of Veronica Mars*

<http://insidemovies.ew.com/2014/03/16/is-kickstarter-movie-financings-future/>

An excellent, up to date, case study for online marketing, fan involvement is for the second Hunger Games movie: *Catching Fire*

Official Site

<http://catchingfiremovie.com/index.html>

One blogger's view of Lionsgate's brilliant use of social networking

<http://www.nextmovie.com/blog/hunger-games-viral-game-the-capitol-pn/>

Synergy between filmmakers and film fans at District Citizen Reel

<http://www.youtube.com/thehungergamesmovie>

Hunger Games Explorer

<http://www.thehungergamesexplorer.com/gb/>



What about the theory?



You *must* refer to some theory in this essay. So here is an overview of the best theorists and their ideas.



Remember, these people are your friends. They will help you to gather more marks. Look at their lovely faces and remember their wise words. They are like Beyonce. (You don't have to use their first names.) I have also included sample sentences that you could steal and use:

David Gauntlett

Writes about Web 2.0 and the rise of the prosumer.



Sample sentence

Some film fans have become what Gauntlett calls 'prosumers': the internet lets them re-edit studio content and post the results on sites like YouTube.

Dan Gillmor

In *We the Media* he looks at how audiences have been changed by the internet.



Sample sentences

The Guardian's *Comment is Free* section is an example of what Gillmor calls 'news as a conversation'.

Citizen journalists are part of what Gillmor calls the 'former audience'.

Marc Prensky

He defined *digital natives* as the audience that have grown up with the internet and want their media free, fast, portable, interactive and content-rich.



Sample sentence

The Guardian's online output is aimed at the audience Prensky calls 'Digital Natives' who want their media free, portable and converged.

Henry Jenkins

See how friendly he looks with his lovely beard. He writes in *Convergence Culture* about how the internet is bringing us all together.



Sample sentences

Social networks have meant that news has become what Jenkins calls a 'many-to-many' culture.

Jenkins says that the internet allows people to remix and repurpose existing media content.



Don't forget you only **need** two critics. I am throwing more at you so you can **choose the ones you like**.

William Merrin

He writes about how the internet is driving every media form and technology to change: 'perpetual beta'.

Lives in Swansea (btw).

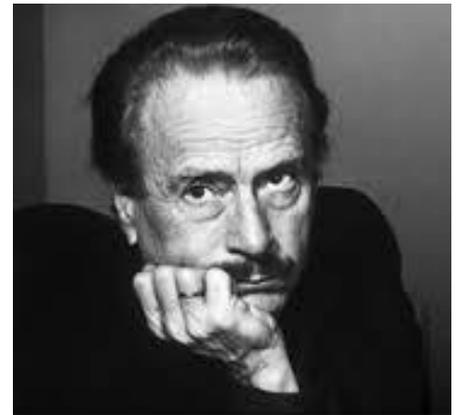


Sample sentence

An app like Summly is an example of what Merrin calls Me-dia where an individual can filter online news content to match their interests.

Marshall McLuhan

Cheer up Marshall! This is the granddaddy of Media theory. He was writing long before the internet but the examiner will be very happy if you mention him.



Sample sentences

The phasing out of print newspapers is what McLuhan would have said is 'just the beginning' of a new media form.

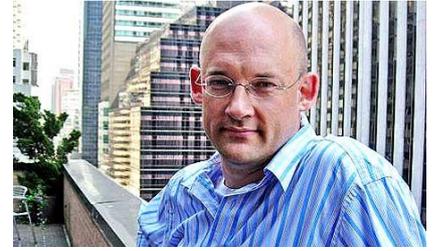
News is now global and instant. Portable media devices and the internet have created McLuhan's 'Global Village'.



Still having trouble choosing? The last three are more philosophical. You could use them in your conclusion.

Clay Shirky

Has said about newspapers online that ‘form follows funding’. This means that all news providers will have to adapt to survive.



Sample sentences

What Shirky calls the ‘fluidity’ of digital media means that audiences can find and use films in new and different ways.

Shirky writes that that when we change communication ‘we change society’.

Michael Wesch

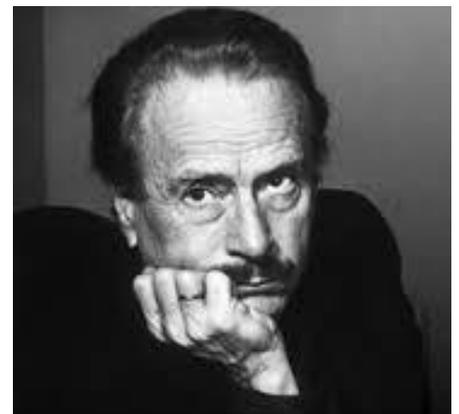
He’s an anthropologist who looks at society and the internet. ‘The machine is us/ing us’ is his most famous idea.



Wesch would say that to study the effects of the internet is to study ourselves: ‘the machine is us/ing us.’

Marshall McLuhan

Hang on. It’s grumpy Marshall again. His most famous line, ‘the medium is the message’ is a tricky idea but could be a concluding thought.

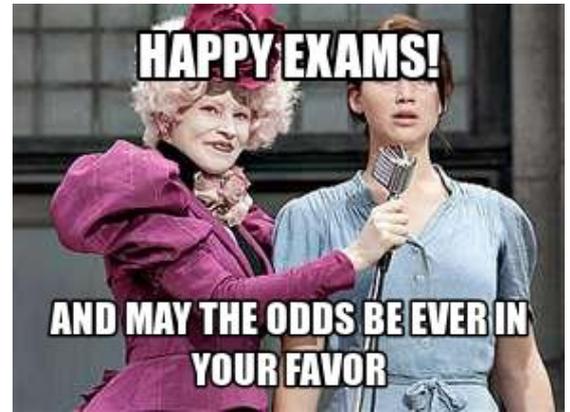


Sample sentence

The internet as a medium has changed all media industries and has changed society. This, as McLuhan would say, is the message.

The Writing Part.

So, it's 60 minutes to get 50 marks. How can you do it? Well there are many different ways to a good grade in this part of the exam but only if you **answer the question!**



Looking at past questions I think you need to be able to discuss a general idea about the internet:

'The effect of the internet has been revolutionary'. Discuss.

or answer a question about audience

How has the internet changed the experiences of media audiences?

Here are some key tips and then a couple of essays for you to look at.

1. **Really spend some time thinking about the questions.** This is important. Imagine you are buying a house. Which one will suit you best? What are you going to put in the rooms (paragraphs)?
2. **One sentence introduction please.** Don't waste your time. No marks available here. You are just giving a first impression. Rephrase the question and explain that you are going to look at news and film.
3. **Try to write in a clear and punchy way.** No Waffle: It's revolutionary because... Another way it is revolutionary is... One example of this is... Another example of this is...
4. **If you are running out of time** (although you should stick to your 1hr and move on if you can) write down what you would have written in note form. You can get marks for this.

How has the internet changed the experiences of media audiences?

The internet has changed the experiences of all media audiences. In this essay I will be looking at its effect on news and film audiences.

I conducted a case study on the Guardian newspaper. The newspaper industry has been transformed by the internet. Sales of the print version of the paper have now fallen below 200,000 as more and more readers migrate to the online version. They can access this in a whole range of different ways. There are apps for the iPad, iPhone and Android. The Guardian site is integrated with social networks like Facebook and Twitter.

The audience for the Guardian has changed. Many more of them are what Prensky calls Digital Natives. These people, who have grown up with the internet want their media free, content-rich and interactive. The Guardian's content is free although it charges for apps and some other services. The Guardian online is a content-rich, converged product. It features text, video, images and even an audio version of the newspaper.

Interactivity is very important to digital natives. They are not a passive audience. They expect to take part in news as citizen journalists. The Guardian's *Comment is Free* section is an example of what Gillmor calls 'news as a conversation'. Other features like guardianwitness allow readers to upload images and video. All news providers now rely on this 'networked journalism'.

Film audiences have also been affected by the internet. Cinema and TV used to be the only way an audience could watch films but they are now available through V.O.D. illegal streaming sites and online providers like Lovefilm and Netflix. Films are now completely portable and can be watched on tablet computers, smartphones and other internet enabled devices.

Some film fans have become what Gauntlett calls ‘prosumers’: the internet lets them re-edit studio content and post the results on sites like YouTube. A good example of this is the campaign for the new hunger games film *Catching Fire*. Fans have uploaded their own trailers and tributes to the website *capitol.tv* that has been set up by Lionsgate. This means that fans are now taking part in the marketing of films. Tweets are now included on film posters. Social networks have become the new ‘word of mouth’ that can make or break a film.

The internet has also allowed media audiences to personalise what they watch and read. An app like Summly is an example of what Merrin calls Me-dia where an individual can filter online news content to match their interests. Web 2.0 allows audiences to collaborate and create new media forms. In my opinion the internet has changed the experiences of media audiences radically. They are no longer an audience. They are what Gillmor calls ‘the former audience’.

Ok. Can you see what I’ve done there?

Short introduction

News first – lots on the Guardian - couple of theorists

Film next – several examples – one theorist

Short conclusion – one theorist

So there is one possible essay and one possible outline. Now it’s down to you. Here are some of the previous questions from this unit. Your task is to be ready to face something like this. So... practice. Choose your question. **Audience questions are good.** Stay calm and **good luck** from us all.

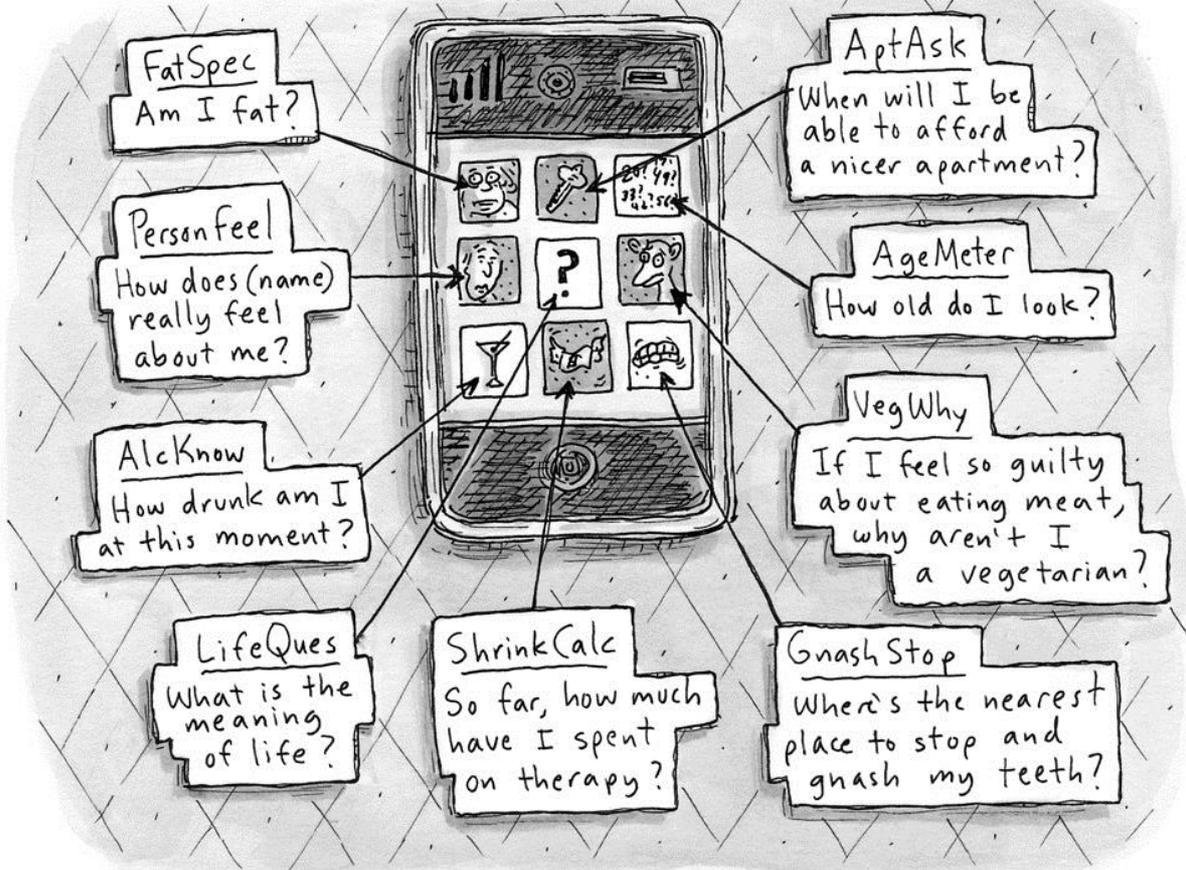


Evaluate the threats and opportunities offered to media producers by the internet.

‘For media audiences the internet has changed everything’. Discuss.

introducing ...

The myPhone.



n.c.f

