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## Music Magazine 1 Kerrang Magazine



**Publisher:** Wasted talent  
**Editor:** Sam Coare  
**First Issue date:** 6 June 1981  
**British weekly magazine devoted to rock and metal music.**  
**Target Audience:** 16-24 yr olds; ABC1; C2 and students .  
**Circulation:** 44,013  
**Synergy:** Kerrang TV; Kerrang Tour; Kerrang Radio; Kerrang Awards  
 Kerrang! is the biggest music weekly in the world.  
 Kerrang! Target audience is really young and traditionally this age group is elusive (and expensive) for advertisers to reach.  
 Kerrang! readers are the heaviest music consumers purchasing over 6 albums per month on average (53% more than the national average) and 8 times more likely to spend over £200 a year on albums.  
 The readers are also 5.5 times more likely to attend a rock gig.

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## Music Magazine 2 Q Magazine



**Publisher:** Bauer Media Group  
**Editor:**  
**British monthly music magazine devoted to popular music. In each edition it compiles lists: Best of...**  
**Target Audience:** Men and women, aged 15 + / broad audience due to broad content.  
**Circulation:** 44,050  
 Blumler and Kat's 'Uses and Gratifications Theory' states that audiences are active in their media consumption and we choose media to fulfil one or more of the following: **Identity, Education, Entertainment and/or Interaction.** Music magazines fulfill all of these needs. Consider how?

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## BEYONCE AND SOCIAL MEDIA

**Labels:** Music World; Parkwood; Columbia  
**Beyonce is a role model to women.**  
**Beyonce uses social media to target and engage with her different fan bases.**  
**Those people who view her as a fashion icon; those who are fans of her music; older audiences with families; those audiences who relate to her charity and environmental work. She creates mystique and intrigue about her brand through her posts. Captionless approach.**  
**Twitter:** @Beyonce: 15.4 million followers  
**Instagram:** 137 million followers. Updated most frequently.  
**Facebook:** 61 million likes  
**Richard Dyer's Star Image. A star is an image not a real person that is constructed.**

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## Historical Music Video Thriller by Michael Jackson (1982)

**Genre:** Pop

**Directed by:** John Landis (American director who also directed, "American Werewolf in London.")  
**Starring:** Michael Jackson and Ola Ray  
**Runtime:** 13.43 minutes  
**Voice-over:** Vincent Price - Iconic American actor known for his performances in horror films  
**Budget:** \$500,000  
 Unlike previous music videos, Thriller takes the form of a short film with a larger budget and higher production values.  
 Filled with intertextual references to horror films and 1950's B Movies. Played regularly on MTV, sales doubled and it became the best selling album of all time.  
 Credited with breaking down racial barriers in popular, mainstream entertainment.  
 A making of documentary was produced and sold to television channels. MTV paid \$250,000 for the rights to the documentary.

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## Contemporary Music Video

### Pretty Hurts by Beyonce (2013)

**Genre:** Pop

**Directed by:** Melina Matsoukas

**Starring:** Beyonce Knowles and Harvey Keitel

**Runtime:** 7 minutes

**Purpose/Message:** This music video is a commentary on societies unrealistic expectations on women and body image. Beyonce is trying to challenge society's views on what is "beautiful".

**Key Words:** Postmodern; critique; commentary; society; traditional; stereotypical; body image; femininity; delicate; voyeurism;

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## Music Radio 1 BBC Radio 1 Breakfast Show

- 1) BBC: British Broadcasting Corporation is a Public Service Broadcaster. It is paid for by the licence fee, £157.50 per year. (From April 2020)
- 2) BBC Radio 1's target audience is 15-29 year olds. Flagship radio station.
- 3) The Radio 1 Breakfast Show was launched on 30th September 1967.
- 4) Presenter: Greg James
- 5) The remit of Radio 1 is to entertain and engage a broad range of young listeners with a distinctive mix of contemporary music and speech. It should offer a range of new music, support emerging artists – especially those from the UK and provide a platform for live music. News, documentaries and advice campaigns should cover areas of relevance to young adults."

**Slogan:** On the [BBC Sounds](#) app, on your radio and on your [smart speaker](#), this is BBC Radio 1 (on-air tagline during an hour)

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## Music Radio 2 BBC Radio 4 Desert Island Discs

**BBC Radio 4's target audience:** ABC1; older audience; average audience member is 56 years old. Tend to have an upmarket bias.

**Desert Island was first broadcast on the** BBC Forces Programme on 29 January 1942.  
**Host:** Lauren Laverne

**Theme tune:** By the Sleepy Lagoon, composed by Eric Coates

**Format:** a guest is invited to choose eight discs, a book and a luxury to take with them as they're castaway on a mythical desert island. They're given the complete works of Shakespeare and the Bible.

Website allows audience to re-listen to episodes. Podcasts are available. Episodes are grouped into collections. For example: Motivational Women ; The Beautiful Game; Journalists. This allows audiences to select based on interests.

**Key Words:** Public Service Broadcaster; ABC1 demographic; Formal; Intellectual; Inform Educate and Entertain – Reithian Principles.

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## Media industries : MUSIC INDUSTRY

Media producers create products for audiences. This process includes various stages such as the **production, distribution and circulation.** The **music industry** consists of the companies and individuals that earn money by creating new songs and pieces and selling live concerts and shows, audio and video

recordings, compositions and sheet **music**, The primary function of a music industry is to market an artist's brand to you so that you purchase their single; album; concert tickets and associated merchandise.

**Magazine terms:** Coverlines; Masthead; lead story/splash; banner; Main Cover Image; Strip; Strapline; pull quotes

❖ **The production** stage includes the processes involved with constructing the media product. Before production begins, elements such as the budget, the creative team, and the facilities and equipment, need to be in place.

❖ **Distribution** is the way the media products are delivered to audiences. Increasingly, media industries are using digital methods of distribution. Music shops are closing as there has been an increase in digital downloads. People access music via online platforms and APPS. Although people use Spotify and Apple music, 2019 saw an increase in vinyl album sales. Why is this?

❖ **Ownership** – The music industry is dominated by a small number of large organisations such as Warner Music Group; Sony; Universal Music Group. Some, however, are created by smaller, more independent companies, such as Beyonce's Parkwood Entertainment. This gives Beyonce more autonomy over her work. **Technology** has an important role in the production of media texts. Recent developments in digital technology have changed the nature of many media products. The magazine print edition has had to adapt due to the rise in online platforms. Audiences use the internet to access information and for entertainment rather than buying print magazines. As a result the industry continues to evolve.

❖ **Regulation** – Independent Press Standards Organisation regulates the magazine industry. The main purpose of regulation is to protect the public, especially younger people, from unsuitable or possibly harmful media content. OFCOM regulates television and radio

2.1

## Film Industry

**Diversification:** The process of a company or business expanding their market or audience by either producing a wider variety of products, expanding their reach etc. However for media companies, it may involve expanding themselves to different areas of the industry.

**Vertical Integration:** When a corporation is made up of a number of different, seemingly unrelated businesses. In a **conglomerate**, one company owns a controlling stake in a number of smaller companies which conduct business separately.

**For example:** Walt Disney is a media conglomerate. **The company** is known for its film studio division, **The Walt Disney Studios**, which includes **Walt Disney Pictures**, **Walt Disney Animation Studios**, Pixar, **Marvel Studios**, Lucasfilm, 20th Century Fox, **Fox 2000 Pictures**, **Fox Searchlight Pictures**, and **Blue Sky Studios**.

2.2

## Avengers Infinity War

**Released Date:** April 23rd, 2018 (Dolby Theatre)  
April 27th, 2018 (United States)

**Production Company:** Marvel Studios  
**Distributed By:** Walt Disney Studios Motion Picture  
**Directed By:** Anthony Russo and Joe Russo  
**Based on:** The Avengers by Stan Lee and Jack Kirby  
**Budget:** \$316-400 million  
**Profit:** \$2.48 billion  
**Running Time:** 149 minutes  
**Genre:** Adventure/Sci-fi

### Global Appeal/Success

- Produced by a large Hollywood Studio. Marvel Studios is a subsidiary of Walt Disney Studios, one of the largest conglomerates in Hollywood.
- Filmed in the UK (Scotland and England); America and the Phillipines
- Released in most countries, worldwide
- Global Star Appeal: Chris Hemsworth: Australian; Tom Holland and Benedict Cumberbatch: British; Benicio Del Toro: Puerto Rican ; Cobie Smulders: Canadian; Florence Kasunba: German/Ugandan
- Broke global records

2.3

## Distribution and Marketing

Walt Disney Studio spent an established: 150 million dollars on prints and advertisements.

A **teaser campaign**, also known as a **pre-launch campaign**, is an **advertising campaign** which typically consists of a series of small, cryptic, challenging advertisements that anticipate a larger, full-blown campaign for a product launch or otherwise important event. Released long before the film's release.

We live in a digital age where studios use the internet to market films. This is cheaper; has a global reach and has the potential of "going viral" due to audience/fan shares. This reflects Blumer and Katz's ideas about social interaction in the Uses and Gratifications theory. Via social media, audiences interact and share information.



To promote the film's first trailer, Marvel released a compilation video of some of its previous trailers since Iron Man, 2008. Then, paired with fan reaction videos, to those trailers. (Aaron Couch 28/11/17)

A 2nd trailer was released on March 16th, earning 1 million views on YouTube in less that 3 hours of release. It was viewed 179 million times in the first 24 hours.

The 3rd most viewed trailer of all time in 24hours behind, the first trailer for the film and IT.

In Dubai, the world's tallest building Burj Khalifa was transformed into a giant *Infinity War* countdown billboard. [Marvel Studios](#) posted a picture of the countdown to Reddit and Twitter account [Downtown Dubai](#) also offered some video of the impressive display:

Alongside the paid-for marketing campaign, the actors were contracted to take part in publicity for the film which involved the "talk show" circuit worldwide. EG: Graham Norton

2.4

## Media industries

Media producers create products for audiences. This process includes various stages such as the **production, distribution and exhibition**.

- ❖ **The production** stage includes the processes involved with constructing the media product. Before production begins, elements such as the budget, the creative team, and the facilities and equipment, need to be in place. The pre-production
- ❖ **Distribution** is the way the media products are delivered to audiences. Increasingly, media industries are using digital methods of distribution.
- ❖ **Ownership** – The Hollywood Film Industry is dominated by the big six studios: 20th Century Fox; Warner Bros; Paramount Pictures; Columbia Pictures; Universal and Walt Disney Pictures. These studios are conglomerates.
- ❖ **Conglomerates:** A media conglomerate is a company that owns numerous companies involved in mass media enterprises, such as television, radio, publishing, motion pictures, theme parks or the internet. s
- ❖ **Technology** has an important role in the production of media texts. Recent developments in digital technology have changed the nature of many media product. Digital technology allows for higher quality images; CGI: computer generated images enables the creation of special effects; the internet allows for cheaper distribution methods in a competitive market.
- ❖ **Regulation** – The BBFC (British Board of Film Classification) regulates the film industry in the UK. Each film is given an age rating. It is a non-government organisation founded in 1912. Avengers infinity War was **passed uncut and awarded the 12A certificate** in cinemas and 12 certificate on DVD. Films classified 12A and video works classified 12 contain material that is not generally suitable for children aged under 12. No one younger than 12 may see a 12A film in a cinema unless accompanied by an adult. Adults planning to take a child under 12 to view a 12A film should consider whether the film is suitable for that child. To help them decide, we recommend that they check the Ratings info for that film in advance. No one younger than 12 may rent or buy a 12 rated video work.

2.5

## Media Language

**Genre:** a way of categorising a media text. Genre benefits the producer from the creative stage, providing a framework for the producers; it benefits the distribution team as it allows them to know how to market the film; it benefits audiences as they are able to identify the genre and conventions. Repeated codes within a genre are called conventions.

According to David Buckingham, "genres are in a constant state of negotiation and change." He believes that as society and technology change, genres evolve and change over time.

**Hybrid genre:** a combination of more than one genre.

**Mise-en-scene:** Everything within the frame

**Indexical Signs:** When a sign signifies something else. The denotation of a capital A connotes the Avengers logo on the teaser poster.

**CGI: Computer Generated Images** – Hollywood studios have the capital to finance large action sequences allowing for higher production values.

### Narrative

Hollywood films take a linear, chronological narrative.

**Todorov's narrative theory : narratives** follow a three-five part structure where they begin with **equilibrium**, where characters and setting are introduced, the villain disrupts that **equilibrium**, there is a climax where the hero and villain face each other in a battle.

The film ends with a new equilibrium where order is restored.

### Propp's character types and spheres of action

### Narratives are also structured through binary opposites (Strauss)

### Enigma Codes are used to provide a mystery to the audience.

Role	Purpose
Hero	Reacts to donor, weds princess
Dispatcher	Makes lack known and sends hero off on quest
Helper	Assists hero in quest
Villain	Acts against the hero
Princess & father	Hero's prize – often rescued by hero
False hero	Not as he seems; takes credit for hero's actions
Donor	Aids the hero by giving him something