



Component 2: Evolving Media

SECTION A Media Industries and Audiences

What is a conglomerate?

In groups pick 1 conglomerate each from the list.

What companies do they own and what products do they produce? How much is each company worth?

Share your findings with the rest of the class?



COMCAST



WARNER BROS.
DISCOVERY

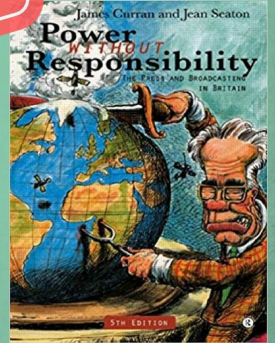


Paramount

SONY

Curran
Seaton
Curran and Seaton
Power and Media
Industries

Media
Institutions



>The idea that the media is controlled by a small number of companies primarily driven by the logic of profit and power.

>The idea that media concentration generally limits or inhibits variety, creativity and quality.

>The idea that more socially diverse patterns of ownership help to create the conditions for more varied and adventurous media productions.

In a nutshell: - If we had more of a variety of media companies, we'd have more of a variety of texts.

Curran and Seaton

#Power and Profit

#Limit Creativity

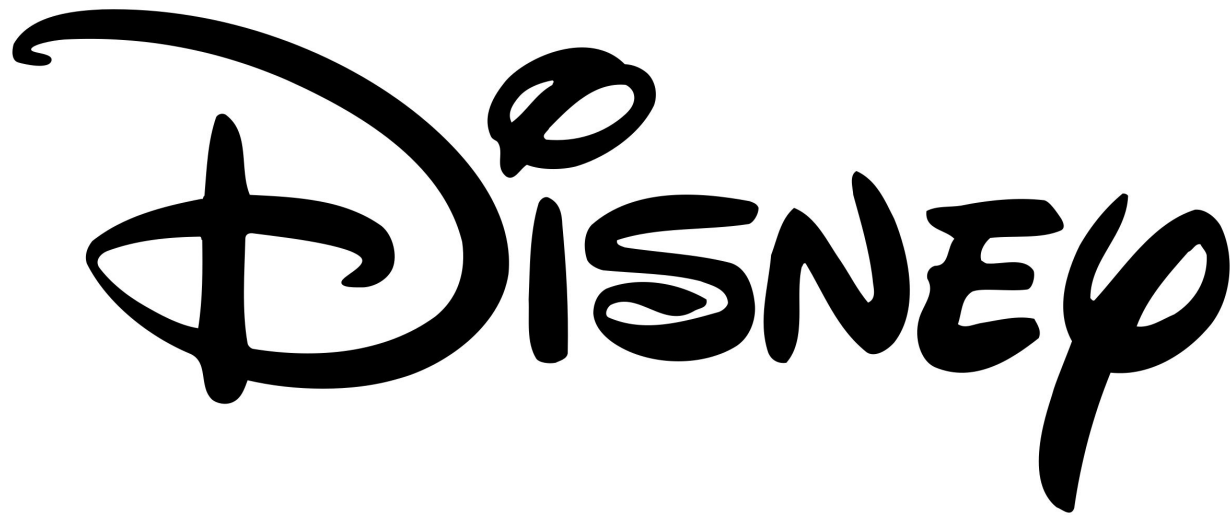
#Social Diversity

Which different industries does The Disney Company operate in?

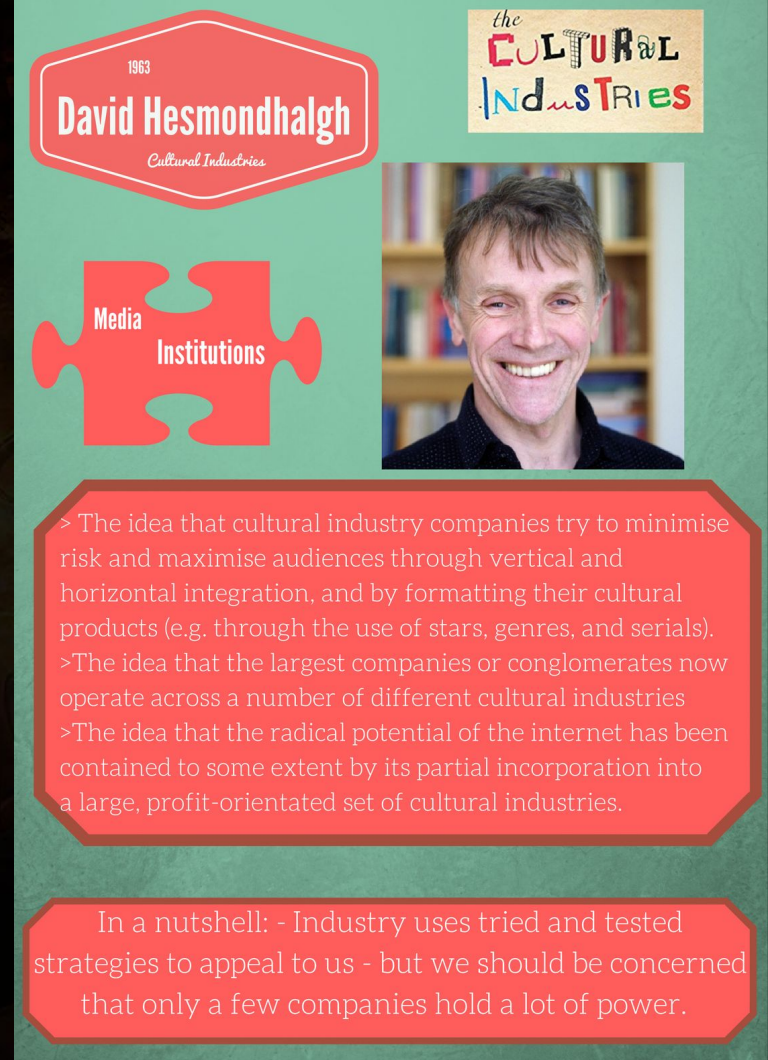
Upload images to Padlet. Add a comment to each image.

How much is Disney worth?

Share your findings with the rest of the class?

The image shows the classic Disney logo in a black, stylized script font on a white background.

Economic
Context

A presentation slide with a green background. At the top left is a red hexagonal logo with '1963' and 'David Hesmondhalgh Cultural Industries'. At the top right is a logo for 'the CULTURAL Industries'. Below these is a red puzzle piece icon labeled 'Media Institutions' and a portrait of David Hesmondhalgh. A large red text box contains three bullet points. At the bottom is a smaller red text box.

1963
David Hesmondhalgh
Cultural Industries

the CULTURAL Industries

Media Institutions

David Hesmondhalgh

- > 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).
- > The idea that the largest companies or conglomerates now operate across a number of different cultural industries
- > 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.

In a nutshell: - Industry uses tried and tested strategies to appeal to us - but we should be concerned that only a few companies hold a lot of power.

David Hesmondhalgh
#Vertical Horizontal
#Formatting / Risk
#Different industries

How much did Disney pay for each company?

What IPs do they companies own?

What revenue have they generated?

Share your findings with the rest of the class?

David Hesmondhalgh

#Vertical Horizontal

#Formatting / Risk

#Different industries

Curran and Seaton

#Power and Profit

#Limit Creativity

#Social Diversity

P X A R

LUCASFILM
Ltd

MARVEL



Economic
Context

What IPs do the other 4 film studios own?
Share your findings with the rest of the class?



Curran and Seaton
#Power and Profit
#Limit Creativity
#Social Diversity

What makes a film a Hollywood blockbuster?
Apply these points to one of the film trailers below.
What is a tent pole film?
Share your findings with the rest of the class?


David Hesmondhalgh
#Vertical Horizontal
#Formatting / Risk
#Different industries

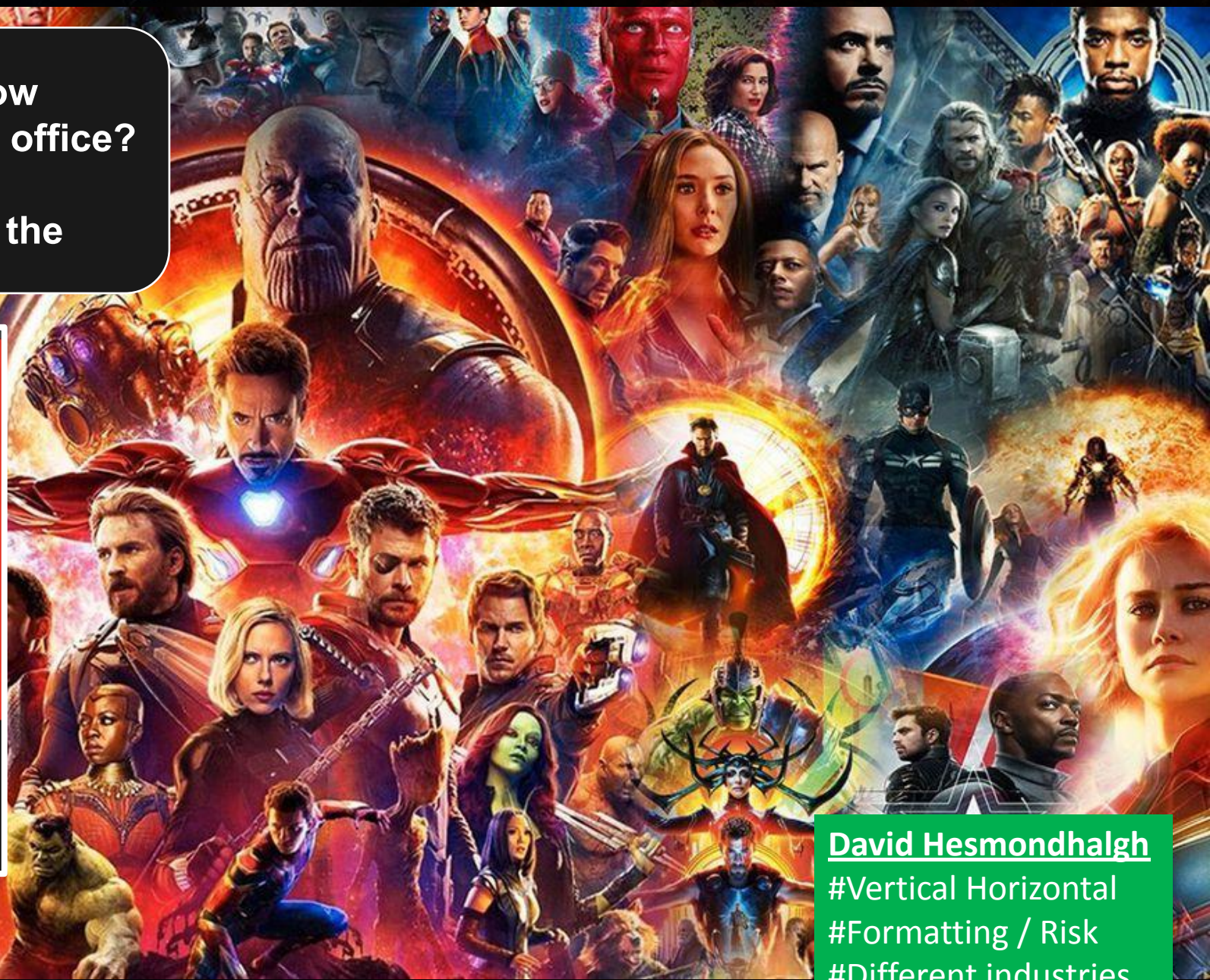


Click on the images to play a video

What are cinematic universes?
Create a timeline of the MCU and how much did each film make at the box office?
Collaborate as a class on Padlet?
Share your findings with the rest of the class?



 THERE WAS AN IDEA... | An MCU Complete Retrospective - 1
Prime of Grammar · 1.2M views · 1 year ago



David Hesmondhalgh
#Vertical Horizontal
#Formatting / Risk
#Different industries

What other cinematic universes exist in competition to the MCU?
List the films of the DCU. How much money did each make at the box office.
Share your findings with the rest of the class?



Click on the images to play a video

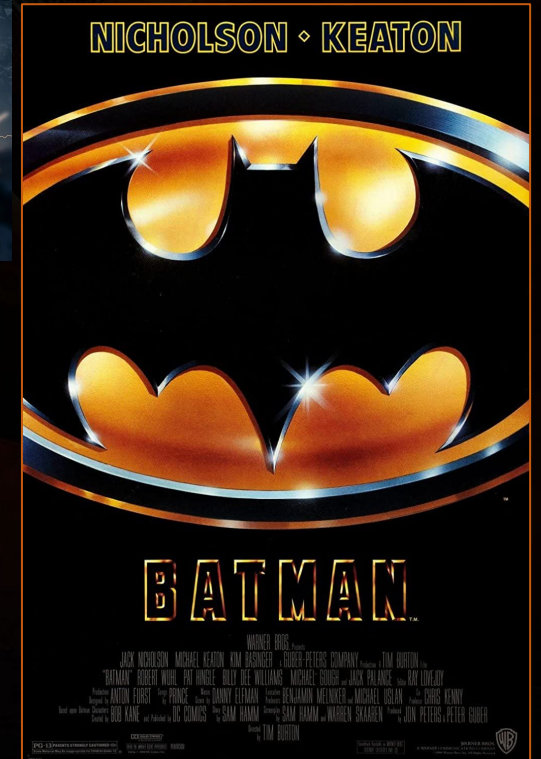
David Hesmondhalgh
#Vertical Horizontal
#Formatting / Risk
#Different industries





What are legacy characters within superhero films?
How does this maximise audiences?
Share your findings with the rest of the class?

David Hesmondhalgh
#Vertical Horizontal
#Formatting / Risk
#Different industries



Click on the images to play a video

What is Shang-Chi and the Legend of the Ten Rings?

Research the film on IMDb.com

Share your findings with the rest of the class?

IMDb



Film Poster Analysis:

Genre

Narrative

Binary Oppositions

Semiotics

Stars

Mark of Quality

Intertextuality

Share your findings with the rest of the class?

Steve Neale

#Repetition Difference

#Borrowing

#Industry

Roland Barthes

#Signs

#Connotations

#myths

Tzvetan Todorov

#Equilibrium

#Disequilibrium

#ideology

Claude Lévi-Strauss

#Binary Oppositions

#ideology



Who is Awkwafina and how does she help to sell the movie to audiences?
(Maximise Audiences)

How do character posters help sell a movie to audiences.



David Hesmondhalgh

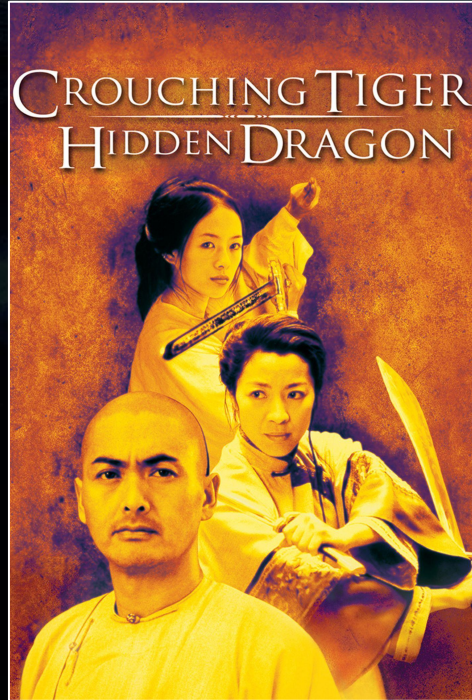
#Vertical Horizontal

#Formatting / Risk

#Different industries

Who is Michelle Yeoh and how does she help to sell the movie to audiences?
(maximise audiences)

David Hesmondhalgh
#Vertical Horizontal
#Formatting / Risk
#Different industries



Click on the images to play a video

David Hesmondhalgh

#Vertical Horizontal
#Formatting / Risk
#Different industries

Ben Kingsley

Actor

Overview Movies



Francois G. Durand/WireImage

Sir Ben Kingsley is an English actor. He has received various accolades throughout his career spanning five decades, including an Academy Award, a British Academy Film Award... [Wikipedia](#)



Tony Leung

Actor

Overview Movies TV shows Videos



Woohae Cho/Getty Images

Tony Leung Chiu-wai is a Hong Kong actor and singer. He is one of Asia's most successful and internationally recognized actors, and was named as "Small Tiger" among the Five... [Wikipedia](#)

Benedict Wong

British actor

Overview Movies and TV shows Videos



Axelle/Bauer-Griffin/FilmMagic

Benedict Wong is a British actor. He began his career on stage before starring in the film Dirty Pretty Things, which earned him a British Independent Film Award nomination... [Wikipedia](#)

Film Trailer Analysis:

Genre

Narrative

Binary Oppositions

Semiotics

Stars

Mark of Quality

Intertextuality

Share your analysis with the rest of the class?



Steve Neale

#Repetition Difference

#Borrowing

#Industry

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David Hesmondhalgh

#Vertical Horizontal

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Tzvetan Todorov

#Equilibrium

#Disequilibrium

#ideology

Claude Lévi-Strauss

#Binary Oppositions

#ideology

Marketing Techniques:

Find examples of the following for Shang-Chi and share with the class.

Posters

Trailers

Synergy

Television Interviews

Magazines / On Set Articles /

Interviews

Premiere

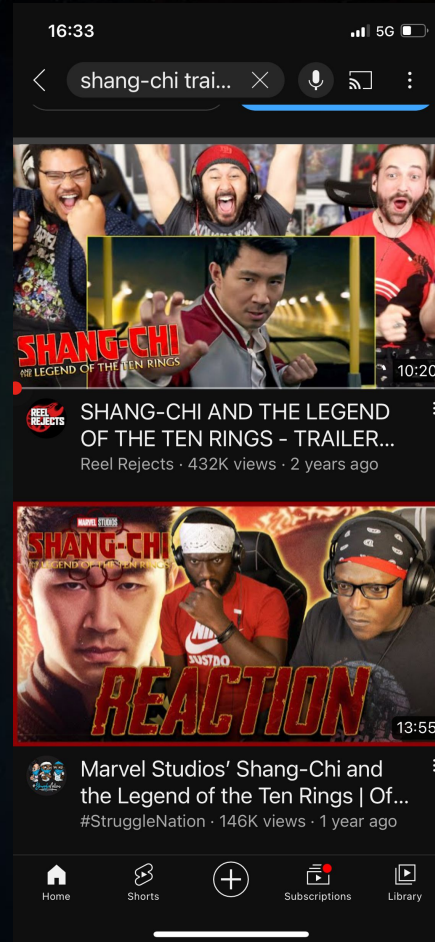
TV Spots

Social Media

Word of Mouth

Rotten Tomatoes

Reviews



What are the influences that helped shape the film?

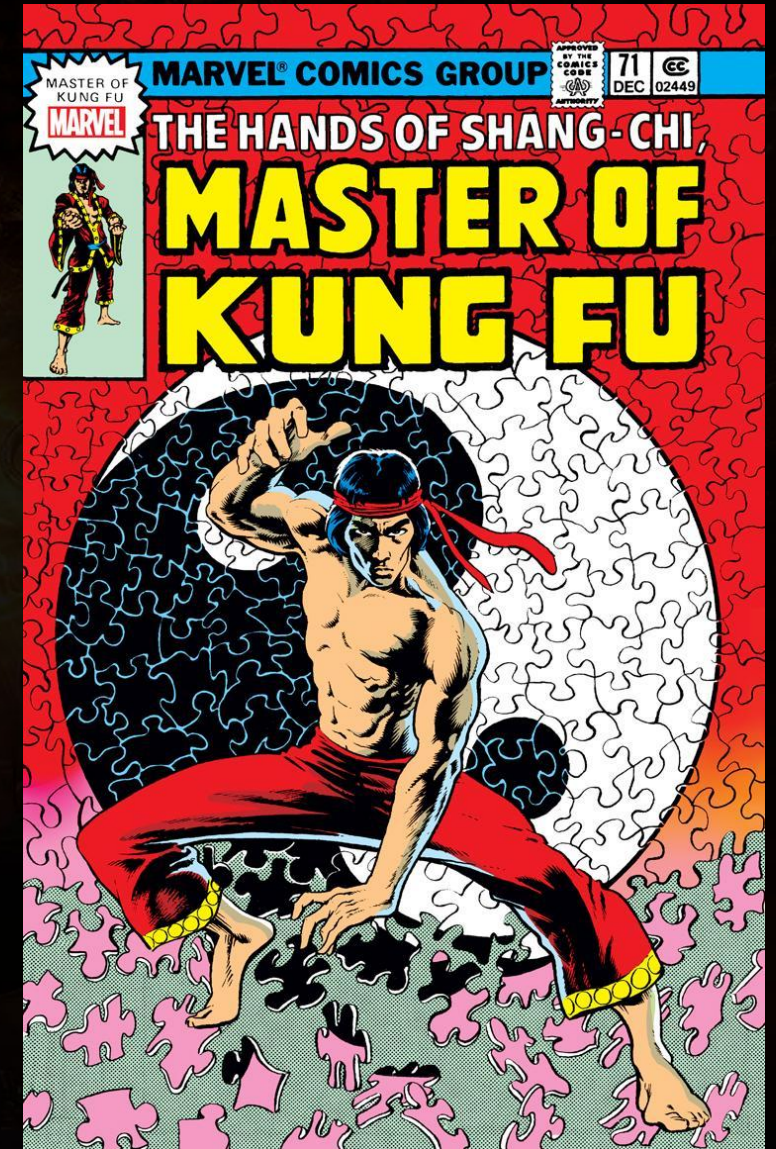
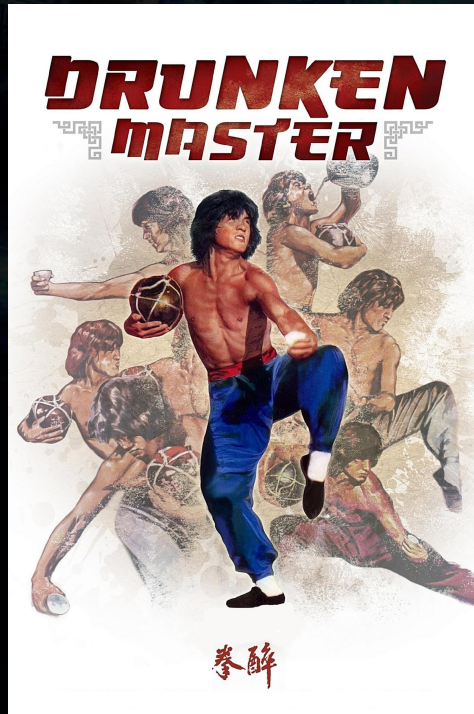
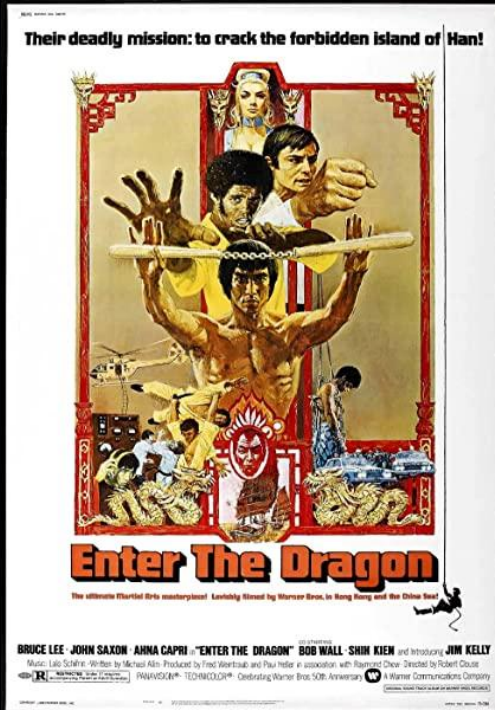
Share your findings with the rest of the class?

David Hesmondhalgh

#Vertical Horizontal

#Formatting / Risk

#Different industries



Click on the images to play a video

Cinema Exhibition

Box Office: How successful was the film?
Share your findings with the rest of the class?

Advertising spend is the same as the budget.
Cinemas take roughly 50% of the box office.

What is a simultaneous release strategy?

What happens to films in the weeks following a film's release?

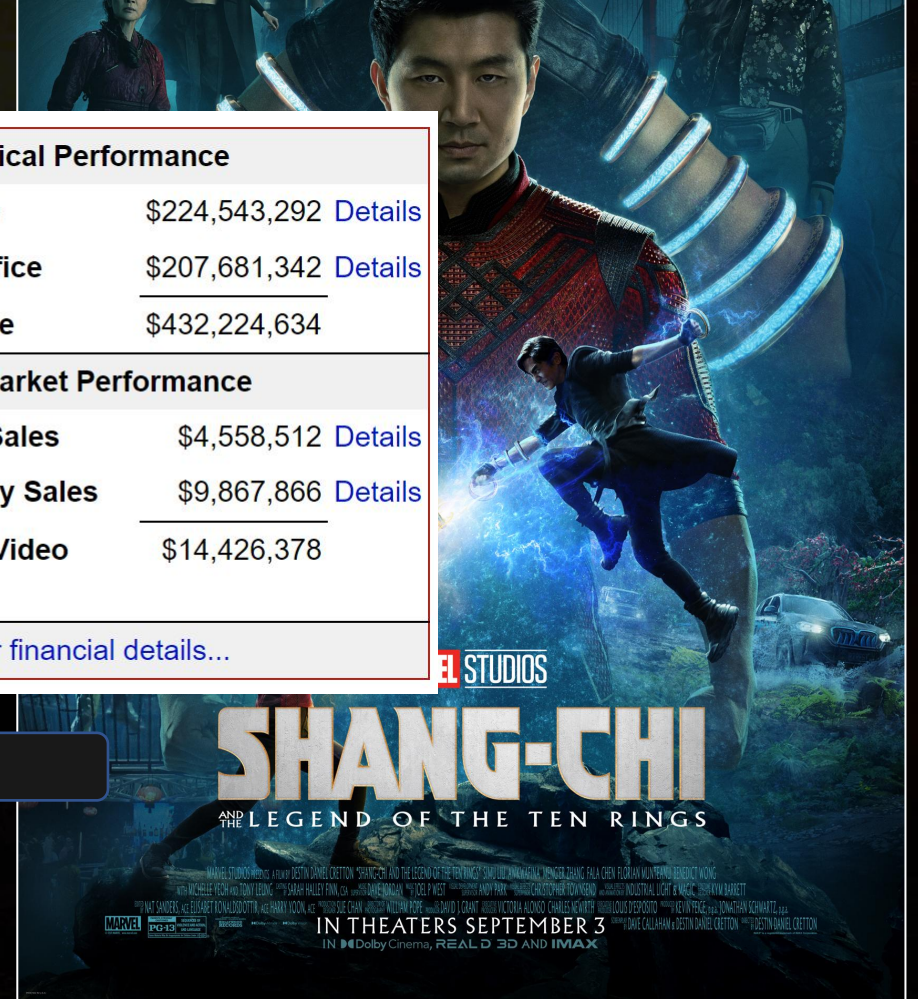
Weeks 1 and 2	4,300 cinemas
Week 3	4,070
Week 4	3,952
Week 5	3,455
Week 6	2,800
Week 7	2,300
Week 8	1,600
Week 9	1,115
Week 10	440
Week 11	335
Week 12	120/65
Week 13	65

Curran and Seaton

#Power and Profit

#Limit Creativity

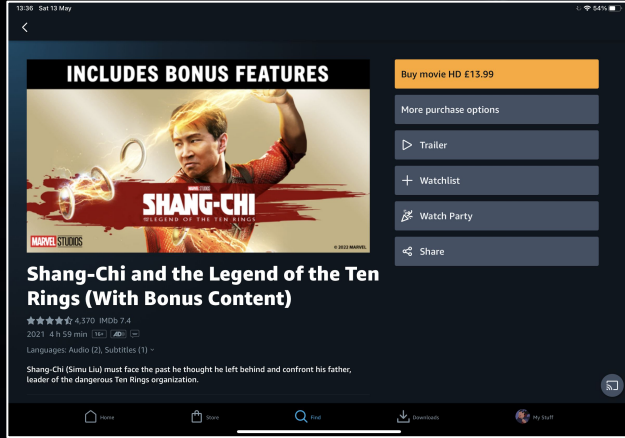
#Social Diversity



Theatrical Performance	
Domestic Box Office	\$224,543,292 Details
International Box Office	\$207,681,342 Details
Worldwide Box Office	\$432,224,634
Home Market Performance	
Est. Domestic DVD Sales	\$4,558,512 Details
Est. Domestic Blu-ray Sales	\$9,867,866 Details
Total Est. Domestic Video Sales	\$14,426,378
Further financial details...	

Economic Context

Box Office: what is distribution? What are the advantages and disadvantages of each?



Curran and Seaton
#Power and Profit
#Limit Creativity
#Social Diversity

What are the advantages and disadvantages of using different technologies in the production of a big budget film?



Liu performed many of his own stunts for the Shang-Chi movie, joking to EW that since his face wasn't covered by a mask, he had to do more of his own stunt work than many other Marvel actors. Liu began training extensively soon after the movie was announced in 2019, and those efforts paid off. 11 Dec 2021

Curran and Seaton

#Power and Profit
#Limit Creativity
#Social Diversity



[Click on the image to play a video](#)



**Economic
Context**

Disney+

MAKING OF



MAKING OF

Streaming Services: What are they and how are they supposed to increase profit and power?

List the other streaming services in direct competition to Disney+

How many subscribers do each have?

Share your findings with the rest of the class?

Curran and Seaton

#Power and Profit

#Limit Creativity

#Social Diversity

Sonia Livingstone and

Peter Lunt

#Protection

#Consumers

#Internet

Curran and Seaton

#Power and Profit

#Limit Creativity

#Social Diversity

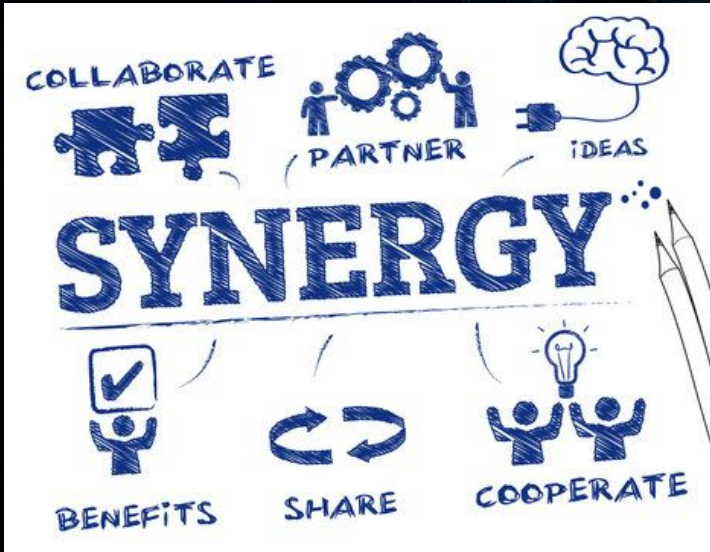


Disney + PIXAR + MARVEL + STAR WARS + NATIONAL GEOGRAPHIC



Economic Context

Merchandise: What merchandise can you buy based on the film?
Share your findings with the rest of the class?



Economic
Context



David Hesmondhalgh

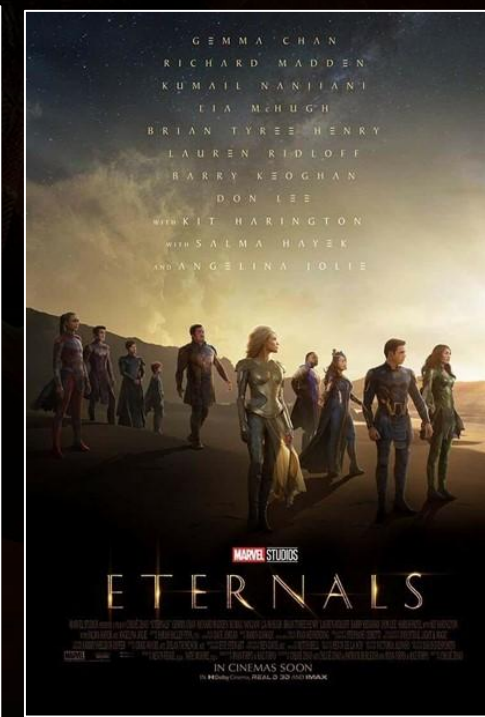
#Vertical Horizontal

#Formatting / Risk

#Different industries

How does the MCU promote diversity?
How do these films relate to Curran and Seaton.
Share your findings with the rest of the class?

Curran and Seaton
#Power and Profit
#Limit Creativity
#Social Diversity



Click on the images to play a video

“These Marvel movies are all the same!”

Provide arguments for and against this statement.

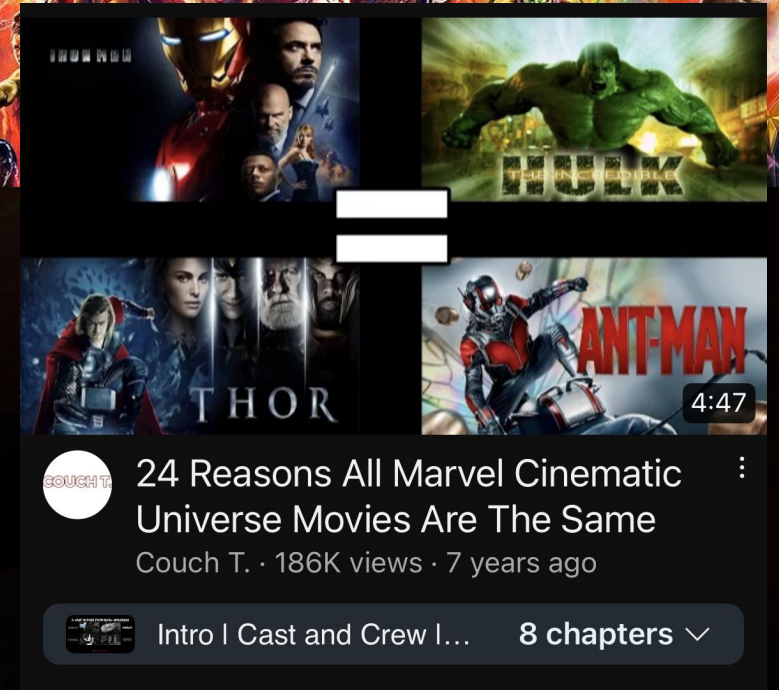
Share your findings with the rest of the class?

Curran and Seaton

#Power and Profit

#Limit Creativity

#Social Diversity



Click on the image to play a video

How does Disney and Marvel maintain audiences?
Share your findings with the rest of the class?

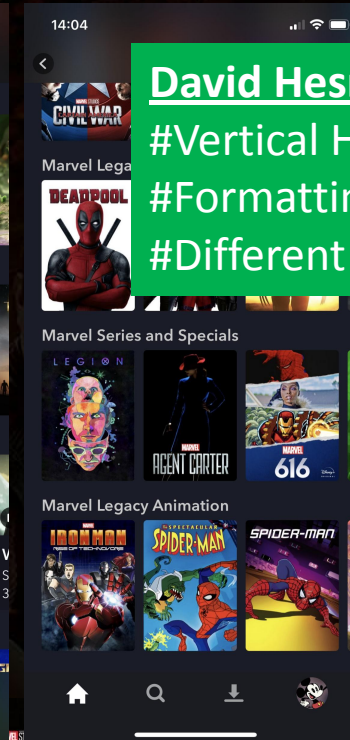
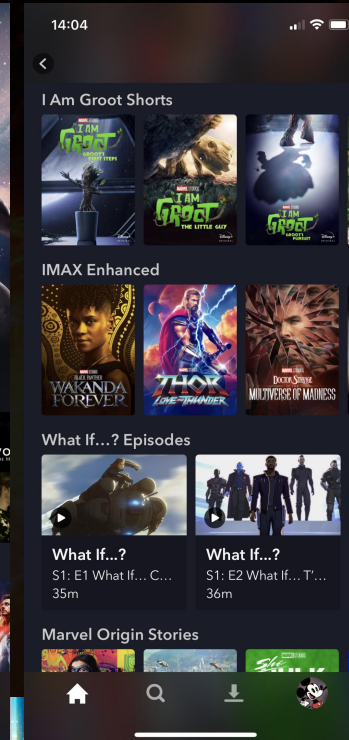
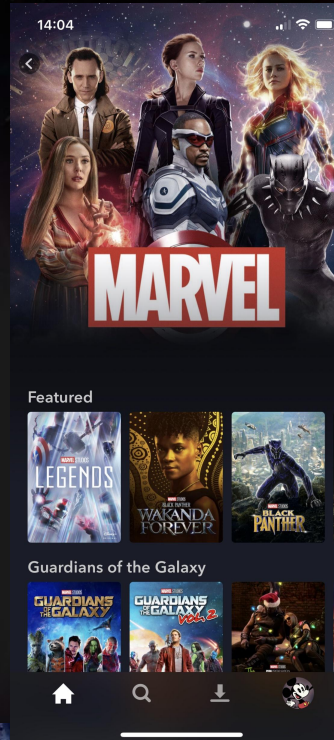


Disney + PIXAR + MARVEL + STAR WARS + GEOGRAPHIC

LIVE AUDIENCE REACTION!



David Hesmondhalgh
#Vertical Horizontal
#Formatting / Risk
#Different industries



Click on the images to play a video

Economic Context

Economic Context

1. Production Budget
2. Box Office Revenue
3. Merchandising
4. Market Trends
5. Streaming and Distribution



Theatrical Performance

Domestic Box Office	\$224,543,292	Details
International Box Office	\$207,681,342	Details
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Home Market Performance

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[Further financial details...](#)

**What is the BBFC?
What is the rating system?
Share your findings with the rest of the class?**



Livingstone Lunt
Livingstone & Lunt
Regulation

Media Institutions



>The idea that there is an underlying struggle in recent UK regulation policy between the need to further the interests of citizens (by offering protection from harmful or offensive material), and the need to further the interests of consumers (by ensuring choice, value for money, and market competition).
>The idea that the increasing power of global media corporations, together with the rise of convergent media technologies and transformations in the production, distribution and marketing of digital media, have placed traditional approaches to media regulation at risk.

In a nutshell: - Who is regulation FOR?
Can regulation keep up with new technologies?

Sonia Livingstone and Peter Lunt
#Protection
#Consumers
#Internet

Why was Shang-Chi given a 12 rating? Look at the BBFC website for further information. Share your findings with the rest of the class?

FILM



Shang-chi And The Legend Of The Ten Rings

moderate violence, fantasy threat, bloody images, language

A Kung-Fu master is drawn into his father's quest to find a village that is trapped in another dimension. Frequent martial-arts violence occurs in a fantastical context but may be too intense for younger viewers.

Sonia Livingstone and Peter Lunt

#Protection
#Consumers
#Internet

Why was Shang-Chi given a PG-13 rating?
 What content in the film would require patents to be 'strongly cautioned'?
 Share your findings with the rest of the class?


PARENTS STRONGLY CAUTIONED

PARENTS STRONGLY CAUTIONED

PG-13

Some Material May Be Inappropriate for Children Under 13

REASONS BOX. FILL IN RATING REASON HERE.
 REASONS BOX. FILL IN RATING REASON HERE.




Parents are urged to be cautious. Some material may be inappropriate for pre-teenagers.

16:37 5G

AA motionpictures.org

MOTION PICTURE ASSOCIATION



PARENTS STRONGLY CAUTIONED

PARENTS STRONGLY CAUTIONED

PG-13






Some Material May Be Inappropriate for Children Under 13

CHECK THIS BOX FOR SPECIFIC CONTENT INFORMATION


Parents are urged to be cautious. Some material may be inappropriate for pre-teenagers.

THE FILM RATING SYSTEM

EMPOWERING FAMILIES TO MAKE INFORMED MOVIE CHOICES

<p>GENERAL AUDIENCES</p> <div style="border: 1px solid black; padding: 5px; width: fit-content;"> <p>G</p> <p>GENERAL AUDIENCES</p> <p>All Ages Admitted</p> </div>		<p>Nothing that would offend parents for viewing by children.</p>
<p>PARENTAL GUIDANCE SUGGESTED</p> <div style="border: 1px solid black; padding: 5px; width: fit-content;"> <p>PARENTAL GUIDANCE SUGGESTED</p> <p>PG</p> <p>CHECK THIS BOX FOR SPECIFIC CONTENT INFORMATION</p> <p>Some Material May Not Be Suitable for Children</p> </div>		<p>Parents urged to give "parental guidance." May contain some material parents might not like for their young children.</p>
<p>PARENTS STRONGLY CAUTIONED</p> <div style="border: 1px solid black; padding: 5px; width: fit-content;"> <p>PARENTS STRONGLY CAUTIONED</p> <p>PG-13</p> <p>CHECK THIS BOX FOR SPECIFIC CONTENT INFORMATION</p> <p>Some Material May Be Inappropriate for Children Under 13</p> </div>		<p>Parents are urged to be cautious. Some material may be inappropriate for pre-teenagers.</p>
<p>RESTRICTED</p> <div style="border: 1px solid black; padding: 5px; width: fit-content;"> <p>R</p> <p>CHECK THIS BOX FOR SPECIFIC CONTENT INFORMATION</p> <p>Under 17 Requires Accompanying Parent or Adult Guardian</p> </div>		<p>Contains some adult material. Parents are urged to learn more about the film before taking their young children with them.</p>
<p>NO ONE 17 AND UNDER ADMITTED</p> <div style="border: 1px solid black; padding: 5px; width: fit-content;"> <p>ADULTS ONLY</p> <p>NC-17</p> <p>CHECK THIS BOX FOR SPECIFIC CONTENT INFORMATION</p> <p>No One 17 and Under Admitted</p> </div>		<p>Clearly adult. Children are not admitted.</p>

FILMRATINGS.COM





What are the issues surrounding streaming services creating their own rating systems? Share your findings with the rest of the class?

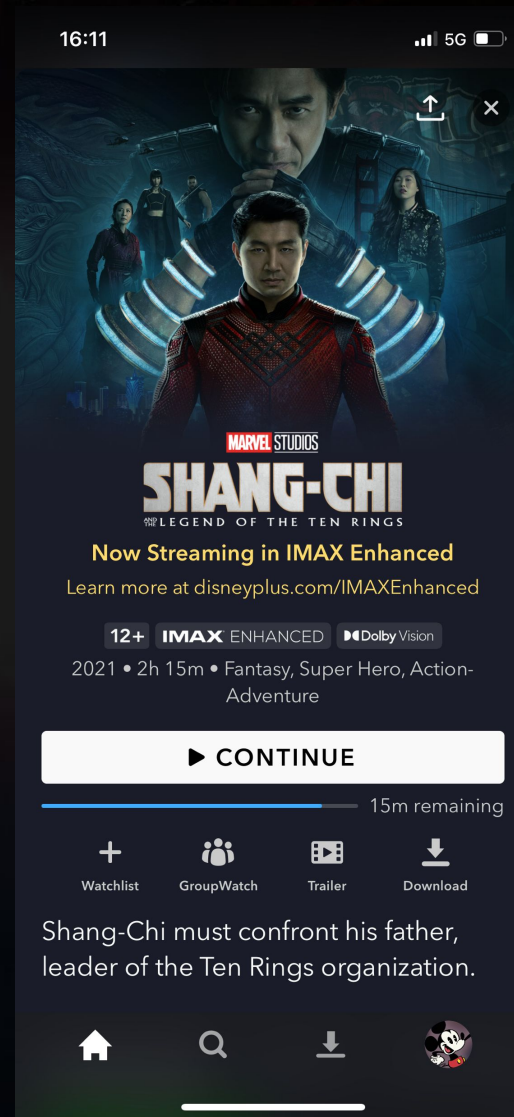
Variety Magazine
<https://variety.com/digital/news>

Disney+ Now Has R-Rated Movies: How to Turn on Parental Controls

22 Jul 2022 — Disney+ has launched its first R-rated movies -- "Deadpool," "Deadpool 2" and "Logan." Here's how to enable and manage parental controls.



Sonia Livingstone and Peter Lunt
 #Protection
 #Consumers
 #Internet



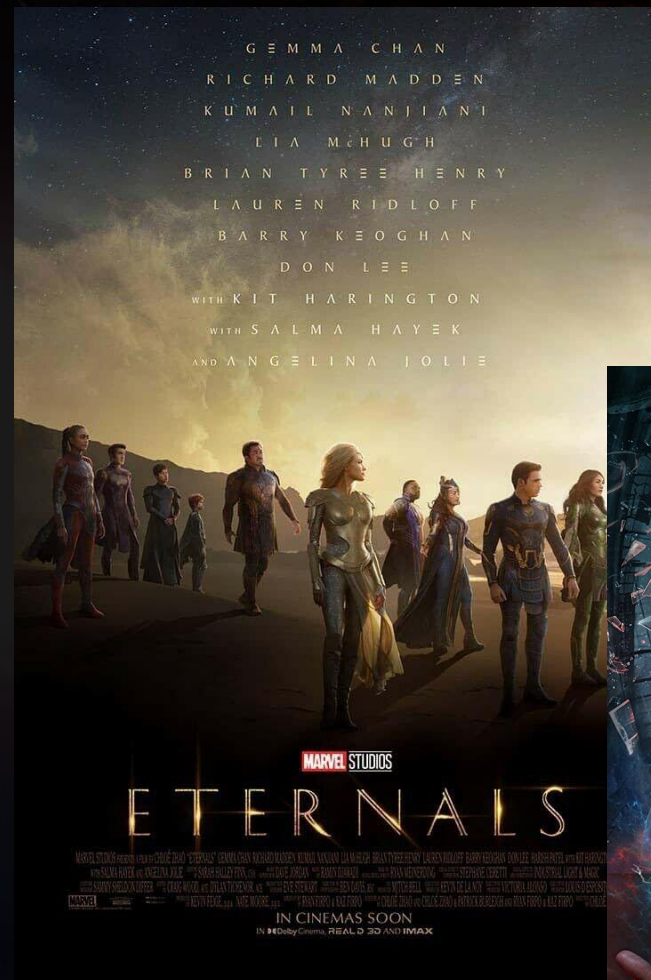
Age rating	Rating description
AL	All ages
6	Potentially harmful to children under 6
9	Potentially harmful to children under 9
12	Potentially harmful to children under 12
14	Potentially harmful to children under 14
16	Potentially harmful to children under 16
18	Potentially harmful to children under 18

Why do some countries ban films?
Why were these three MARVEL films
banned in different countries?
Share your findings with the rest of the
class?



China Bans Marvel's Shang-Chi
for Release After Simu Liu Com...
ComicBookCast2 · 77K views · 1 year ago

Click on the image to play a video



Sonia Livingstone and Peter Lunt
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#Consumers
#Internet



What is Piracy and why is this an issue for the film industry?

How do legal streaming services challenge piracy?

Share your findings with the rest of the class?

\$804

\$0

Netflix Prime Video

HBO Max

Hulu Disney+

The Pirate Bay

12:34

Is Piracy Morally Wrong Or Merely Illegal?

Logically Answered · 37K views · 1 year ago

Click on the image to play a video

16:11 5G

SHANG-CHI
THE LEGEND OF THE TEN RINGS

Now Streaming in IMAX Enhanced

Learn more at disneyplus.com/IMAXEnhanced

12+ IMAX ENHANCED Dolby Vision

2021 • 2h 15m • Fantasy, Super Hero, Action-Adventure

▶ CONTINUE

15m remaining

Watchlist GroupWatch Trailer Download

Shang-Chi must confront his father, leader of the Ten Rings organization.

Home Search Download Profile

Sonia Livingstone and Peter Lunt

#Protection

#Consumers

#Internet

Assessment

- Explain how changes in production and/or distribution methods have affected the film industry. [15]
- Explain how the arrival of digitally convergent media platforms has impacted film producers. [15]
- How do film producers guarantee their success? [15]
- How is the film industry regulated? [15]
- How do film producers maintain audiences? [15]

Refer to *Snow and the Seven Dwarfs* (1937) and *Shang-Chi and the Legend of the Ten Rings* (2021) to support your answer. Refer the economic and historical contexts in your answer.