

Media Easter ISP

Task One: I listened to 'Home' (Fri 28 Oct 2016 show) - Late Night Women's Hour

Task Two: Make a glossary of key terms from the textbook

Emerging Media: Refers to communication through digital technology and new platforms with interactive elements, for example podcasts, social media etc

Public service broadcaster: A radio or television broadcaster that is seen to offer a public service by catering for a range of tastes and audiences. The main public service broadcasters in the UK are the BBC, ITV, Channel 4, Channel 5 and S4C

Profile: For radio stations this refers to how they are defined to their target audience through their brand identity, which may be defined by, for example, the presenters, or programme style. This includes their aims and their ethos.

Cross-platform marketing: Where one form is advertised on another media platform. For example, BBC 1 will broadcast promotional advertisement for its radio stations; these will also be on the BBC website

Syndicated output: When radio stations make and sell a programme to other stations, or buy a programme that may be available to other radio stations

Stripping: A technique used in radio and television whereby a certain programme is broadcast at the same time every day. In radio this attracts an audience who associate a particular programme with their daily routine, for example driving home from work.

Audio streaming: Where listeners can click on a link to play the radio programme instantly. This has increased the global reach of BBC radio, as listeners abroad can tune in to hear the live programme.

Task Three: Complete the Quickfire Questions 3.18-3.23 (Check your answers on pages 283-4)

Quickfire 3.18) What marketing strategies are used by commercial radio to promote stations and programmes?

- Cross-platform marketing. Other radio stations and BBC television will promote radio stations and events related to BBC radio, for example 'T in the Park'
- Billboard and magazine advertisements for stations and presenters
- Each station has its own website within the umbrella website for BBC radio. These allow listeners to access live audio streaming and to listen to archive programmes. They also provide interactive opportunities for an audience and can be accessed by a global audience

- BBC radio produces promotional films focusing on a particular part of its output, for example its presenters or news coverage
- BBC Taster is an interactive service that enables the BBC to showcase experimental ideas and new talent. It allows audiences to give feedback on what they see and hear. It is also a space for the BBC to develop content and emerging technology

Quickfire 3.19) Why is BBC taster an important service for the company and its audience?

- Making sure that your audiences like what you are creating and giving to them is a good way to keep audiences and find new ones as new people interact. (Answer: it allows audiences to feel involved in the BBC through interaction about the programmes and to see, in advance, planned programmes. For the BBC it provides quick, free and easy feedback about proposed programmes, and allows them to test out ideas on an audience without going to the expense of creating a pilot programme to be aired on television).

Quickfire 3.20) Why is it important to have an independent regulator?

- For setting out impartial rules (Answer: an independent regulator works outside of the industry and is therefore impartial. It can effectively protect audiences and oversee the workings of the industry).

Quickfire 3.21) How does LNWH go some way to fulfilling one of the strategic objectives of the BBC?

- Innovating online to respond to the changing media world, as it's a radio programme run by women. (Answer: LNWH helps to fulfill one of the strategic objectives set by the BBC, which was to 'transform mainstream services to better appeal to younger audiences').

Quickfire 3.22) How do radio programmes construct audiences?

- Through the choice of presenter, and who they might appeal to. The use and choice of media language. (Answer: This is done through the title of the programme, the themes that are covered, the mode of address of the presenter and the guests that may appear on the programme).

Quickfire 3.23) Consider how you could apply Hall's theory to LNWH

- Hall asserted that communication is a process involving encoding by producers and decoding by audiences. He said that there are three ways in which messages and meanings may be decoded by audiences. 1) The dominant position: the audience accepts the intended meaning encoding, 2) The negotiated position: the audience acknowledges some of the messages encoded by the producers of the product but may question or adapt the message to be more relatable to their own experiences, 3) The oppositional position, the encoder's message is understood, but the decoder disagrees with it. In terms on LNWM, maybe the preferred position is to see it as feminist, and reflective of social change, and the oppositional response is to see it as exploitation of social change to get more audiences. (Answer: it could be assumed that as the listener has tuned into or downloaded the program they are part of the target audience and will therefore accept the preferred reading of the text. However,

some audiences may adopt a negotiated response because they do not agree with some of the themes that are covered by the programme).