

Understanding the creative media industry.



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Structure and ownership-

There are 6 main media sectors-

- **Interactive**
- **Radio**
- **TV**
- **Computer games**
- **Advertising**
- **Films**



I have chosen to look in to interactive media and go in to more depth about what it consists of and the job roles in this particular sector. First of all, interactive media is a type of media that you can interact and engage with, it is mostly found on websites or computer/video games. An example of this is the XBOX, you use the controller to interact to the game and visually respond to it. Another example of interactive media is social media such as Facebook, Instagram and twitter, where people are able to upload pictures, play games with others and share personal information.

In this particular sector there are over 30,000 employed in areas such as design, development, content and management. Interactive media designers are those who create the look and feel of the product to keep people intrigued and interested in the interactive media. The development area means you will be developing the product from ideas to the overall product, being a developer is a very serious and tough job to have, the creators of Facebook, snapchat, Instagram, twitter etc are all developers and are very successful.

As there are already so many successful interactive media products, this sector may face challenges in coming up with new products which will be unique and different to the ones that are extremely popular now.

Private and public sector owned media-

Privately owned media-

Privately owned media is a certain type of media that is owned by an individual or a small private group. Although these are only owned by a small amount of people, many are extremely successful. Some of these are, the Guardian media group, which is a British company that owns various media such as the guardian and the observer newspaper. This group has a profit of £306m. Another one is Symbian, this is a smartphone system that was joint with Nokia, Ericsson and Motorola (very popular networks) and was also very successful as it has a profit of £50.9m. Privately owned media is funded from sales and advertising where as publicly owned media is usually funded by the public (tax payers).

Publicly owned media-

Publicly owned media is an independent type of media which is run by the country's government. This means that this sort of media is not run by a private group or an individual, it is public and controlled by a lot of people. Like privately owned media, many of these companies can be very successful, a very well known publicly traded company is Netflix which is a streaming website where you are able to watch films, tv shows, documentary's etc. It only became publicly owned in 2002.

 PrivateMedia

In the media today, there are many large well known companies that operate such as Time Warner, News Corporation and Comcast.

Conglomerates-

In media terms, a conglomerate is a company in itself that has ownership over other many large company's. Time Warner as I said is a very successful and well known company, it is the world's third largest conglomerate.

Multinationals-

A multinational company is not only operated in the country where it was originally founded. This means it has facilities in other countries for example, Apple is originated from California but it is known worldwide and has stores in many different countries.

Mergers and takeovers-

This happens when a company buys another company or takes over the company. An example of this is O2, it was originally a UK mobile phone company but was bought by Spain's Telefonica company in 2005.

Cross-media ownership-

The UK Government enforces Cross-Media ownership rules, this means that they limit the amount a certain company can have. I agree with these rules as I don't think one company should have everything as it is good for competition. This is a goal they can work towards for example, a certain company being more popular than another and always trying to stay ahead of the competition.

Not all media is made inside of the control of major corporations, this is known as independent media. This sector is free of influence by the government and corporate company's and are usually made by a sort of well known director who has a low budget although, there are many independent films that have been big hits. An independent film I have looked at is 'little miss sunshine' directed by Jonathan Dayton who many people may have not heard of, this film won 2 awards for best original screenplay and best supporting actor.

Time inc.

Time Inc is a very large media company that publish over 100 different brands of magazines, with global offices all over in places such as New York, Los Angeles, Amsterdam and London. It is owned by conglomerate Time Warner, they employ creative people with excellent ideas and imagination. Time inc mission statement in the early 90s, 2 co founders discovered that 'no magazine had yet to adapt the needs ever-busier reader who wished to stay informed'. To stick by their word, they have continued to impress the consumers by appealing to them and inspiring them. A challenge time Inc may face is that its library of magazines are still depending on print advertising dollars, selling shares may become difficult.

The ethical and legal constraints within the media-

Producers of media texts also have certain ethical considerations when making media text such as plagiarism, this is the act of taking another individual's own work and claiming it as yours. For an example, if you were to read something up online and copy it to make it look like your own work, that is an act of plagiarism and it can result in you getting in a lot of trouble. A film I looked at was The Lion King which was accused of being very similar to an anime film called 'Kimba the white lion' although, this was denied by Disney as they did not believe it was classed as plagiarism. Another is Bias, this means that only one side to a story has been shown/given. Newspapers are mainly targeted at for being 'biased'. One I looked at was the Daily Mail which has a strong conservative bias and has been known to be 'deceiving and lying to its readers'. Finally, company guidelines. These are a list of rules that are given to a company's when they are producing media text. BBC were accused of not following the guidelines by showing fakery in a David Attenborough documentary. They had used a studio set and sound effects to portray the creatures in the wild instead of getting the real life footage.

Producers of media texts are NOT free to make anything they want and they have to consider the ethical and legal constraints when producing. Both of these words are often brought in the same sentence although, there is a slight difference between the two. Ethics are what is right and wrong in the media, this has to be considered when making music videos, films, adverts etc and you have to be aware that many people will be offended by what they see and complain that this sort of thing should not be shown on TV. Legal constraints is used to describe what you are able to do according to the law, there are certain things such as drug use, racism etc which are illegal and are not able to be shown in a certain way.

These are the legal considerations that producers of media text have to follow

Copyright, this is taking someone else's work and pulling it off as your own or using a line or lyrics from another's song and putting it into your own. A song that was accused of copyright was Coldplay's 'Viva La Vida' as a guitarist Joe Satriani believed that this song was extremely similar to his song 'if I could fly.

The Privacy law regulates the way company's can use, collect and store information such as someone's personal information. The news international journalists were recently accused of hacking into peoples phones to collect information such as voicemails, images etc.

Obscene publication act is the offence to showing any obscene or disturbing imagery or footage. This was found in a film called 'The human centipede' may people found this was very disturbing, gruesome to watch and complained that it should have not been shown in a film.

Plagiarism-

When we were given this task to create a booklet explaining the creative media industry, I was unsure of how I was to put this into my own words. So I foolishly copied a lot of text that I found online and claimed it as my own work which was a very big mistake, luckily I was given the chance to start over.

Regulation of the media sector-

Media in the UK is heavily regulated, media regulation is monitoring the different types of media such as film, tv, video games, radio etc.

BBFC-

The BBFC (British board of film classification) classify the age ratings of films, these are used to indicate what age group is suitable to watch the film at. The age ratings are U (suitable for all), PG (parental guidance), 12A (cinema release suitable for 12 years and over) 12 (Video release suitable for 12 years and over), 15 (for 15 year old's and over) and 18 (only suitable for adults.

An example of a film 18+ is Saw, this is due to the fact it contains strong language, violence and very gruesome scenes.

PEGI-

(Pan-European game indicator) This indicates the age ratings of games. Starting from PEGI 3 which is child friendly and does not show anything rude or offensive. PEGI 7, may contain some possibly frightening scenes or very mild violence shown within fantasy characters/cartoons. PEGI 12 can include some form of violence and mild swearing at a moderate level. PEGI 16 you can expect to see more mature and realistic violence such as blood and gore. Sexual activity can be shown but not visible private areas. PEGI 18 is when death, strong violence and sexual images come in to it. A game which is PEGI 16 is Destiny 2 due to the violence shown.

PCC-

The PCC have a set of rules known by the 'editors code of practice' these rules are to be followed in any newspaper or magazine. Things that have to be considered are the accuracy, privacy of individuals, children etc. A newspaper that can be very misleading is the sun as they are known to publish a lot of statements that are untrue.

ASA-

Advertising standards authority is the regulation of advertisement, they have a set of rules called the advertising codes. Such as, misleading advertising, showing offensive or violent features in the ad.

Employment opportunities:

Full time-

In general, full time employment is a paying job that offers 35-40 hours of work per week. The pro's of being in full time employment are that you will receive holiday and sick pay. Paid time off is usually calculated based on the number of hours you have been employed to work. Another pro is the job advancement, you have more chances of qualifying for any future job opportunities than part time or temporary workers. The cons of working full time are that you may become sluggish, by this I mean you may become uninterested and slack in your work as you may have the same scheduled routine every day to follow.

Part time-

A part time job is a type of employment that carries fewer hours per week than a full time job, part time employees work in shifts that are often rotational. The pro's of working part time are when certain problems affect your capability to work full time, part time can offer a great way to stay connected with the industry. Another is that you have the chance to pursue other interests as well as having a job. The cons of this are that you obviously won't be receiving a great sum of income and you won't receive the benefits a full timer will like holiday and sick pay.

Freelance employment-

A freelance worker is a term that is used to describe an individual who is self-employed and is not committed to a particular employer long-term. The advantages of this are that you are able to work whenever you please, you can work during your most productive hours and these don't fall in during regular business hours and you can also choose who you work with. A disadvantage of this is that your income will be inconsistent and very unstable due to having worked different hours each week, another is that it will be very stressful as you are in charge of the projects.

Permanent-

A permanent job is employment on a regular basis. In addition to their wages, they will receive benefits such as paid vacations, holidays, sick time or contributions. The advantages of this is that you will receive holiday and sick pay like full time workers do and another advantage is job advancement. The cons of this is that you have limited earning potential.

Temporary-

A temporary job is a job that you only have for a short amount of time or until your employer says for you to leave. The pro's of having a temporary job is that you can think of it more as a taster job and you are able to work more than one job as you are only contracted a certain amount of hours. The disadvantage of having a temporary job is that you won't be getting a steady income.

Entry routes into the media-

To get yourself noticed, you have to consider that you may have to use entry routes such as networking, adverts in the press such as in newspapers showing that you are what the media industry is looking for and explaining why this is. Having work experience is also very useful when wanting to become a part of the industry, many jobs are looking for people with previous experience so they know what sort of thing they will have to do. Offering to work for free or voluntary will also be a big help to getting in to the media as if they see that you are doing well, you may have the potential to get a full time job. If you have a personal blog or website that you regularly update, this is an excellent way of getting noticed as employers who see your blog may discover that you are very creative and will bring a lot to the job.

It is very tough to get into an industry as competitive as the media. You have to be very creative, full of new and unique ideas in order to get yourself noticed and be successful in this area.

Job roles-

Creative-

In the media industry there are many jobs that are under the category of 'creative'. These jobs may be animation such as producing drawings, digital painting (adding color to animations), designing models and imitating camera movements. Fashion such as designing clothing, costume assisting, fashion photographing and product testing. Examples of jobs in the film area are acting, art directing, organizing the cast and composing. Games such as audio engineering, designing, level editing and QA testing. Radio examples would be journalists and presenting. To become a employee in this area, you have to be very open minded, imaginative and confident. Creative media jobs have to rely on technical roles as many of them are very technical as they involve using different software applications.

Editorial-

A job in this area would be the production and publishing of journals, digital products (promo video, films etc) and magazines.

Administrative-

Administration jobs in the media industry which is dealing with paperwork, answering and making phone calls, handling data software, filing any information , updating advertisements and emails etc. To be a administrator you have to be very confident in using data software and applying effective and professional communication skills.

Technical-

Technical jobs in the media would be working in studios, dealing with equipment ,software applications and the production.

Professional career development-

In the media you have to constantly be up to date with software and aware of any changes to them.

If you were a graphic designer for example, you will have to have a variety of skills and know how to use all of the design software such as InDesign and photoshop etc. Also, when in this job you have to consider that you are in competition with many other companies and you need to be full of new ideas that are going to be unique and different from others. This may result in having a very high workload, which will be difficult but the media industry is all about keeping on top of everything and up to date.

Training on the job-

Training on the job means that you start a new job at a level where you may have very limited knowledge and you are trained and taught how to do certain things.

Self-training-

This means teaching yourself how to do things such as using software by watching videos or reading on how to do something.

Professional behaviour-

Reliability-

Being a reliable employee is very important. This means that your employer will be reliant on you to complete tasks, arrive to work on time, work well in a team or be left alone at any point.

Communication skills-

This means that you are a confident and well spoken individual. You are able to communicate with others in a nice manner and be able to provide exceptional needs for the company.

Attendance and punctuality-

This is also very crucial in a job, you have to have good attendance meaning you don't have a lot of time off work and also punctual, meaning you are always on time and never late to anything as you may miss out on important information.

Teamwork-

Working well in a team and contribute to any project/task and work effectively with others.

Self-presentation-

It is key to have good self presentation when in a job. Having a smart and professional appearance will represent the company well.

Time management-

This means that you plan out your time well and use it wisely. You have to set out a plan and make sure you have enough time to complete anything.