Component 2 : Humans – Industries - Hesmondhalgh

Extended writing task: Explain the ways in which "Humans" illustrates Hesmondhalgh's points?

Develop your points with examples (15 marks).

Focus on spreading financial risk and making more profit

- No guarantee of profitability
- Expensive production costs
- Cheap reproduction
- Big hits are disproportionately profitable
- Digitised content enables piracy
- Media producers must therefore attempt to minimize risks to maximise profit.
- Vertical and horizontal integration
- Cross-media conglomeration and convergence
- Developing a repertoire of tried and tested stars, genres, adaptations, franchises – "formatting" their own cultural products
- Controlling release schedule/copyrights to create artificial scarcity
- Control of circulation through distribution/marketing, including the internet

Students should;

Show a fluent understanding of Hesmondhalgh's ideas

Show a detailed understanding of how Humans and channel 4 links to these theories

Introduction

Introduce a brief overview of Hesmondhalgh's theory and its relevance to the set text
Outline main points of analysis to come:

Paragraph One
Point (Link to a Hesmondhalgh point):

Link to Channel 4/Humans

Evidence (1 or 2 examples)

Explanation link to Hesmondhalgh theory

Paragraph two
Point (Link to a Hesmondhalgh point):

Link to Channel 4/Humans

Evidence (1 or 2 examples)

Explanation link to Hesmondhalgh theory

Paragraph three
Point (Link to a Hesmondhalgh point):

Link to Channel 4/Humans

Evidence (1 or 2 examples)

Explanation link to Hesmondhalgh theory

Paragraph four
Point (Link to a Hesmondhalgh point):

Link to Channel 4/Humans

Evidence (1 or 2 examples)

Explanation link to Hesmondhalgh theory

Conclusion
Summarise key points/evidence.

Key words: vertical and horizontal integration, globalisation, spreading risk, guerrilla marketing, replicated conventions (sci-fi genre), distribution, marketing, exhibition, adaptations, no subsidy cushion