

Media industry marketing and promotion

Media organisations market and promote media texts **i** in various ways:



John Boyega promoting *The Force Awakens* on *The Graham Norton Show*

- Celebrity endorsement **i** - actor interviews on chat shows just before a film release.
- Cross-media **i** campaigns - advertising films on television, radio and the internet.
- Market research of audience likes and dislikes through surveys and consumer reviews.
- Competitive strategies - *X Factor* was scheduled at a different time than *The Voice*.

Media texts such as Hollywood films or tabloid newspapers are aimed at a mass market audience.

Specialist content like *Gardener's World* magazine target a specific niche audience **i**.

Media consumption

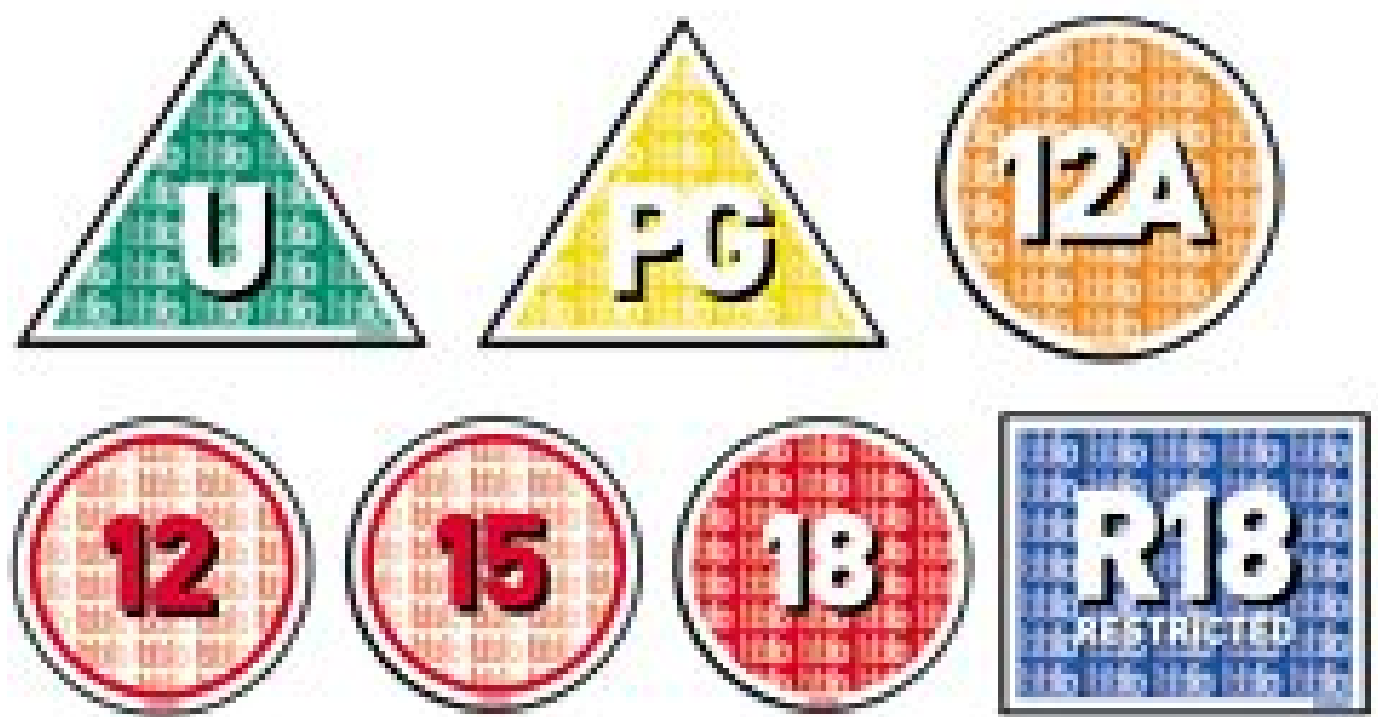
Although mass and niche audiences differ in size, the way we consume media texts is very much a personal experience.

We may be in a cinema with dozens of other people but our experience of the film we are watching is unique to ourselves.

In the modern world we increasingly consume media texts alone in our individual private spaces; on a home computer, tablet, personal music player or smartphone.

Although we consume media texts in this personalised way, our responses to media content can be shared socially via word of mouth, internet forums and social media.

Media regulation



The different film ratings used by the BBFC

Media producers are always looking for ways to grab our attention and even try to influence how we live our lives.

This makes the media a powerful force in the modern world.

Therefore, regulation is essential to ensure that the media operates within clear guidelines and its ability to change the way we perceive the world, is kept in check.

An organisation can regulate itself internally (the magazine and newspaper industries do this), or an external agency can independently regulate it (the British Board of Film Classification regulates the film industry).