



## Understanding Key Concept One

**Key concept one:** 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).

1. Identify 4 key words that you think are important in the concept above:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

2. **Focus on concept 1:** Sonia Livingstone suggests that media audiences can be defined as either **citizens** or **consumers**. Use the video extract below to construct a definition of these two different ways of thinking about media consumption.



<http://chilp.it/2329b57>

### Audiences as citizens definition

Hint questions

- How do audiences engage with the media when we think of them as **citizens**?
- What kind of media products are constructed for **citizens**?

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### Audiences as consumers definition

Hint questions

- How do audiences engage with the media when we think of them as **consumers**?
- What kinds of media products are constructed for **consumers**?

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3. **Focus on concept 1:** Sonia Livingstone argues that the way regulators police the media they are responsible for is determined by whether they think of audiences as citizens or consumers. Use the extract provided to define the impact on the approaches taken by media regulators when they think of audiences as either **citizens** or **consumers**.



<http://chilp.it/7d7e3b3>

### The role that regulatory bodies play when they think of audiences as citizens

Hint questions

- What kinds of issues become important to regulators if they think of audiences as **citizens**?
- What aspects of a media product do regulations concentrate on if they adopt a **citizen** based definition of media engagement?

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### The role that regulatory bodies play if we think of audiences as consumers

Hint questions

- What kinds of issues become important to regulators if they think of audiences as **consumers**?
- What aspects of a media product do regulators concentrate on if they adopt a **consumer** based definition of media engagement?

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4. **Focus on concept 1:** What arguments does Sonia Livingstone bring forward to suggest that it is more important for media regulators to take a **citizen** based approach to regulation?



<http://chilp.it/2adc7d4>

Hint questions

- What happens to media content if it isn't effectively regulated in terms of its ethical impact?
- Are all audiences able to self-select material that is suitable or appropriate?
- Why is there a need to take a moral/ethical approach to media regulation given the state of the contemporary landscape?
- What function ought the media to have in society according to Livingstone?

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## Understanding Key Concept Two

**Key concept two:** 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.

5. Identify four key words that you think are important in the concept above:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

6. **Focus on concept 2:** What regulatory issues does Sonia Livingstone outline that the digital revolution has presented to traditional approaches to media regulation?



<http://chilp.it/5d4446a>

### Hint questions

- Why is it difficult to regulate contemporary digital media?
- What features of digital media make regulation difficult?

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7. **Focus on concept 2:** Sonia Livingstone also argues that the quality of traditional media output has been adversely affected by the digital revolution. What effect has the digital revolution had on mainstream/traditional media providers?



<http://chilp.it/3cbccb7>

Hint question

- What negative effects has increased competition had on traditional media content?

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8. **Focus on concept 2:** What issues and problems does the globalised nature of mainstream media ownership present to governments and regulatory bodies according to Sonia Livingstone?



<http://chilp.it/41bdf28>

Hint question

- In what ways does a globalised media landscape make it difficult for regulators to police content?

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