

This interview explores the theorist's own ideas. The views expressed are the theorist's own and do not represent Eduqas.

Understanding Key Concepts One and Two

Key concepts one and two:

- the media is controlled by a small number of companies primarily driven by the logic of profit and power
- the idea that media concentration generally limits or inhibits variety, creativity and quality.

1. Identify 5 key words that you think are important in the concepts outlined above:

1 _____

2 _____

3 _____

4 _____

5 _____

2. **Focus on concept 1:** What sorts of social functions ought the media to fulfil in society according to James Curran?



<http://chilp.it/0fe6b5e>

Functions of the media

Hint questions

- What political function should the media perform?
- What other roles ought the media to play?

3. Focus on concept 2: What does James Curran outline as the dangers of the current patterns of press ownership in the UK? What specific points does James Curran make about the Murdoch controlled press?



<http://chilp.it/dee1b92>



<http://chilp.it/0e9a1db>

Dangers of current press ownership patterns

Hint questions

- What does Curran say about the lack of diversity in terms of press ownership?
- What arguments does Curran present regarding the political leaning of certain newspapers?
- What effect has that political leaning had in terms of channelling specific story content and other editorial decisions?

4. **Focus on concept 2:** What impact has web 2.0 had on media ownership patterns and traditional media production according to James Curran?



<http://chilp.it/fc3a5cd>

Hint questions

- In what ways was web 2.0 expected to change the media industry when it first came to the fore?
- What does James Curran suggest is the reality of web 2.0's impact on the contemporary media landscape?
- How, according to James Curran, did traditional media companies contain the threat of web 2.0?

Understanding Key Concept Three

Key concept three: the idea that more socially diverse patterns of ownership help to create the conditions for more varied and adventurous media productions.

5. Identify 3 key words that you think are important in the concept outline above:

1 _____

2 _____

3 _____

6. **Focus on concept 3:** What role does the BBC play in the contemporary media landscape according to James Curran? What problems does James Curran highlight regarding the recent management of the BBC and its relationship to political power?



<http://chilp.it/6208eda>



<http://chilp.it/537c26b>

Hint questions

- What is the key difference between the BBC's commitment to news and that of other commercial outlets?
- What does James Curran have to say about the public's trust levels of the BBC?
- What concerns does James Curran outline regarding the BBC's relationship with mainstream politicians?
- What positives does James Curran outline about its commitment to diverse programming in the form of funding films like *I, Daniel Blake*?

7. **Focus on concept 3:** What challenges does the BBC face from an increasingly globalised media market and what does James Curran suggest the BBC needs to do to maintain its position as a global competitor?



<http://chilp.it/6cc015d>

Hint questions

- What has been the biggest threat to the continued survival of the BBC in the last twenty years according to James Curran?
- What future forces threaten the survival of the BBC?

8. **Focus on concept 3:** In what ways has Channel 4's Change to: In what ways has Channel 4's role as a public service broadcaster changed?



<http://chilp.it/41c5f6c>

Hint questions

- What was Channel 4's broadcasting purpose when it was first conceived?
- How and why has Channel 4 changed?
