

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

1. **Focus on the television industry:** What does James Curran suggest are the positives and negatives of the current television landscape? Curran and Seaton are not specified theorists for Section A of Component 2, however applying their ideas will help you to develop your understanding of the television industry in relation to the set products.



<http://chilp.it/ca8c02b>

Hint questions

- In what ways are the streaming giants who dominate the current television landscape helping to forge innovative drama?
- What does JC suggest are the potential negatives of that domination?

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2. **Focus on the television industry:** Does non-commercial ownership lead to more diverse and creative production content in the television industry?

Use your component 2 section B set texts to identify the extent to which Curran's ideas regarding ownership and diversity are correct for your chosen television case study products.

Hint questions

- Who funds/makes each of the two television texts you are studying?
- Can those institutions be described as public service broadcasters or commercial?
- In terms of narrative and genre expectations which of the two products is more innovative? What evidence leads you to this conclusion?
- In terms of representation issues which of the two products is more innovative? What evidence leads you to this conclusion?

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3. **Focus on print news:** What effect has web 2.0 had on traditional print news according to James Curran?



<http://chilp.it/c33c922>

Hint questions

- What have print titles had to do with their content to compete with web based products?
- What effect has clickbait had on the content of news stories?
- What effect has the web had on advertising spend in print titles?

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4. **Focus on print news:** Curran and Seaton argue that the quality of UK press news has suffered as a result of the commercial imperatives of newspaper production and the need to produce profits via products that entertain.

Using the *Daily Mirror* front cover below construct a response that answers the following questions:

- In what ways do the front page stories construct **infotainment** driven news content?
- In what ways are stories written to construct emotive reactions from audiences?



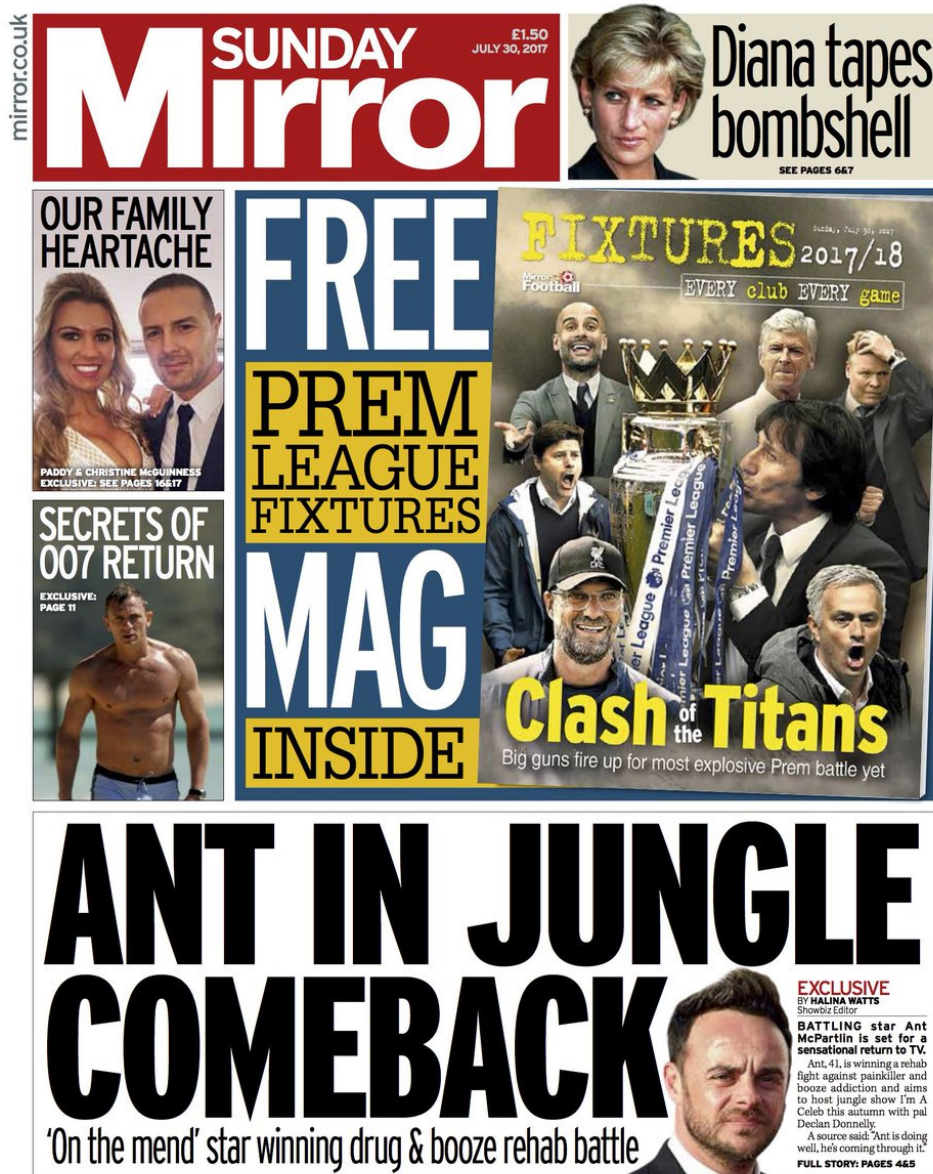


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