

Key terms

Institutions

In a media context an institution is

"An organisation or company that provide media content whether for profit or other motive"

- Involves the relationship between
 - The business,
 - The media product
 - The audience

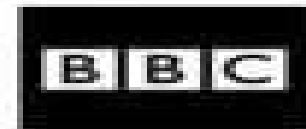


Convergence

Hardware and software coming together across media, and companies coming together across similar boundaries, to make the distinction between different types of media and different media industries increasingly difficult

Examples of convergence

Newspapers like The Guardian and the BBC. The Guardian published papers (ink-on-



paper) and was the first to go online. The BBC was a broadcaster with heavy interest in

dead-tree model) and was the first to go online. The BBC was a broadcaster with heavy interest in

Technological Progress



Gavin Luhns (2006) on Convergence

"Channel 4 has offered episodes from the first series of LOST for free download; it seems even TV channels are turning to platforms other than TV to reach their audience."

Other Key Definitions

ABC = Audit Bureau of Circulation - gathers circulation figures of magazines and newspapers, primarily for advertisers but also used by students and researchers.

Audience - collective group of people reading or receiving any media text.

Circulation - the number of copies sold or distributed of a newspaper or magazine.

Reach - the readership of a newspaper or magazine - must be at least as many as the circulation, and important number for advertisers.

Media Studies 2.0/Web 2.0 - the second phase of media/web where the focus has shifted from the audience receiving information and services to people creating and sharing material.

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G Orfield



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