

Digital Media – Unit 1: Media and Audiences

Media Technologies and Distribution

Starter: Media Roles

Explain all of the task that the people in each of these roles will need to carry out. Use bullet points and try to think of at least three for each.

Researcher

Perform research for various different types of media outlets, such as Film, Radio, Television or even video games. They might perform research using books or the Internet but they would also conduct interviews, oversee focus groups or even find guests for tv/radio segments.

Photographer

Take a variety of different images, either for aesthetic or commercial purposes. This is essential for Web based or Print publications such as magazines and online resources. Many photographers work on a freelance basis and syndicate their pictures to online stores or sell them to a variety of sources.

Editor

Editors will select, polish and refine the information that will go into publications, television series, films or websites. The role can vary between industries, but generally, it's their job to commission and manage all aspects of content, and take responsibility for the end product.

Task 2: Digital Convergence

Digital Convergence refers to the way many different technologies have become embedded into a small number of devices. Go through each type of media and state how people used to access each type of media and then state the ways we now access each type of media. Finally, explain whether you feel this is an improvement or not.

Media	How did we used to access this media?	How do we now access this media?	Better/Worse? Explain why.
Film	Cinema's	Cinema's, Television, Mobile Phone, Tablet, Computer	It is better now as you can watch whatever you want whenever you want to and it is cheaper and has no ads with streaming platforms like Disney +
Television	TV's	Broadcast, Streaming Services, Mobile Phone, Computer, Tablet	It is better now as you can watch whatever you want whenever you want to and it is cheaper and has no ads with streaming platforms like Netflix
Radio	Radio receiver (DAB)	DAB, Online Streaming, Podcasts	It is better now as you can listen whatever you want whenever you want to and it is cheaper and has no ads with streaming platforms like apple music.
Video Games	Arcade or console	Computers, Consoles, Phones, Tablets	It is better now as you can Play whatever you want whenever you want to and it is cheaper and higher quality.

Name: Thomas Charnock L6F

Print	News papers	E-Books, Digital Magazines, Online Forums, Websites, Phones	It is better now as you can Read whatever you want whenever you want to and it is cheaper and has no ads with streaming platforms like News+.
WWW	computer	Computers, Phones, Tablets	It is better now as you can search things whenever you want.
Music	Record player or radio	Social Media, Online Streaming, DAB, Phones, Tablets	It is better now as you can listen whatever you want whenever you want to and it is cheaper and has no ads with streaming platforms like apple music.