

Shirky: worksheet

Key concept one: **everybody makes the media**

1. Which two of the following statements best describe what Shirky calls 'communications' based media technologies (telephones & faxes)?
- a. Communications based technologies create private one-to-one conversations.
 - b. Communications based technologies are public - usually effecting a one-to-many relationship.
 - c. Because of their high cost communications based technologies aren't used by very many people.
 - d. Communications based technologies produce two-way conversations.
 - e. Communications technologies flow in one direction - from the sender to the listener.

2. Which two of the following statements best describe what Shirky calls the 'broadcast' media technologies of the 20th century?
- a. Broadcast based technologies enable private one-to-one conversations.
 - b. Broadcast based technologies are public - usually effecting a one-to-many relationship.
 - c. Because of their low cost broadcast based technologies aren't used by very many people.
 - d. Broadcast based technologies usually enable two-way conversations.
 - e. Broadcast technologies flow in one direction - from the sender to the listener.

3. What does Shirky mean when he says that 'broadcast' and 'communications' based media converged in the latter part of the twentieth century? What sorts of devices enabled this convergence?

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4. Mass amateurisation is more effective than traditional broadcast media for the following two reasons. Use your revision guide to help you explain why.

| Factor | Notes and explanation of this factor |
|--------------------------------|--------------------------------------|
| Speed and global reach factors | |
| Enables audience feedback | |



Above: Mass amateurisation of the media has been enabled by the convergence of 'broadcast' and 'communications' based technologies.

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5. For what reasons is the 'filter first, publish later' model applied to broadcast media products?

6. Why does online media lend itself to a 'publish first, filter later' model?

7. Why does Shirky argue that the pre-filtering of internet content is impossible?

8. What negative consequences arise as a result of the internet's lack of pre-filtering?

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9. For what three reasons does Shirky suggest that broadcast media will be superseded by internet based mass-amateur content?

| Factor | Notes and explanation |
|----------------------|-----------------------|
| high overheads | |
| slow decision-making | |
| risk aversion | |

19.2 Discuss it: is Shirky right to suggest that traditional media consumption is outmoded?

- Is Shirky right to suggest that the web has brought about a mass amateurisation revolution? Why do you agree or disagree?
- In what specific ways has the loss of gatekeeping processes associated with traditional media production disadvantaged audiences?

Your thoughts:

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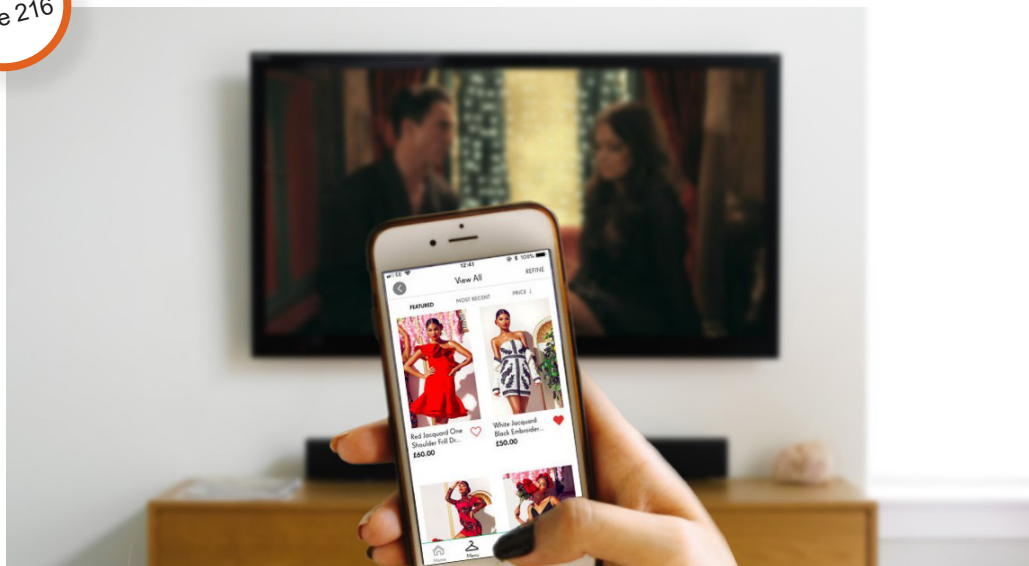
Key concept one: everybody makes the media

10. Shirky argues that the convergence of broadcast/communications based media means that consumers now **'speak back'** to media makers.

Using the revision guide and your own knowledge to give **three** specific examples of media products that invite audiences to 'talk back'.

- 1.
- 2.
- 3.

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Above: Second screening - using two media devices simultaneously - is a consumption norm in the contemporary media landscape. It also encourages audiences to interact with traditional media content

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11. Use table 19.1 in the revision guide to identify what you think are the **top two** effects of the digital revolution in each of the industries listed below:

| Industry | Top two effects |
|----------------|-----------------|
| Newspapers | 1 2 |
| Television | 1 2 |
| Film Marketing | 1 2 |