

Livingstone & Lunt: worksheet

Key concept one: **consumer/citizen oriented regulation**

Consumer based regulation

1. Provide a two sentence summary that explains the consumer-based regulatory approach.

2. Use the table below to provide a detailed explanation of the key features and advantages of a consumer-oriented regulatory approach.

Feature	Your notes and definition
Champions consumer choice	
Consumer-led content policing	
Minimal state control	

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Media Theory for A Level

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Citizen based regulation

3. Provide a two sentence summary that explains the citizen-based regulatory approach.

4. Use the table to below provide a detailed explanation of the key features and advantages of a citizen-oriented regulatory approach.

Feature	Your notes and definition
Champions civic republicanism	
Foregrounds content issues	
Positions the media to critique authority	

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5. What effect did the 2003 Communications Act have on the regulatory landscape of the UK?

6. Which major regulatory body did the 2003 Communications Act bring into being?

7. What two criticisms are made of the independent bodies that regulate the media in the UK?

8. What is self-regulation?

9. Why does self-regulation lead to an uneven policing of the UK media?

Media Theory for A Level

10. Identify the key bodies responsible for regulating your set texts.



sectors for which this regulator is responsible:

set texts that this regulator oversees:



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set texts that this regulator oversees:



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11. Many media producers effect their own self-regulatory codes in addition to those identified by official regulatory bodies. Use the following table to help you identify and understand the factors that guide the direction and content of those self-regulatory frameworks.

Genre	Explanation of this factor
The effect of official regulators	
Audience based factors	
Advertiser needs	
Institution type	

12. Research the codes of conduct of the following regulators and identify two rules that media producers are guided to follow to protect vulnerable audiences.



Rule 1

Rule 2



Rule 1

Rule 2



Rule 1

Rule 2



Rule 1

Rule 2



Rule 1

Rule 2

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