

Hesmondhalgh: worksheet

Key concept two: rethinking the digital revolution

1. Cyber-utopians argue that the digital revolution has been hugely beneficial. What two arguments do they outline as the principle benefits of that revolution?

a. Audience power arguments

b. Mass media power reduction arguments

2. Hesmondhalgh presents a less optimistic assessment of the so called 'digital revolution'. Complete the following table to help you identify the three counter-arguments he forwards to critique the optimism of thinkers like Jenkins.

Counter argument	Notes and explanation
Internet skills levels are varied	
The internet is dominated by a small number of providers	
The internet is increasingly dominated by commerce	

Media Theory for A Level

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3. Hesmondhalgh suggests that the digital revolution has had different effects on media forms - some positive, others less so. To gain a secure understanding of the **varied** impact of new technology in the media make notes on both positive and negative effects wrought in the following industries.

Industry	Effects of the digital revolution
Games	
Newspapers	
Television	

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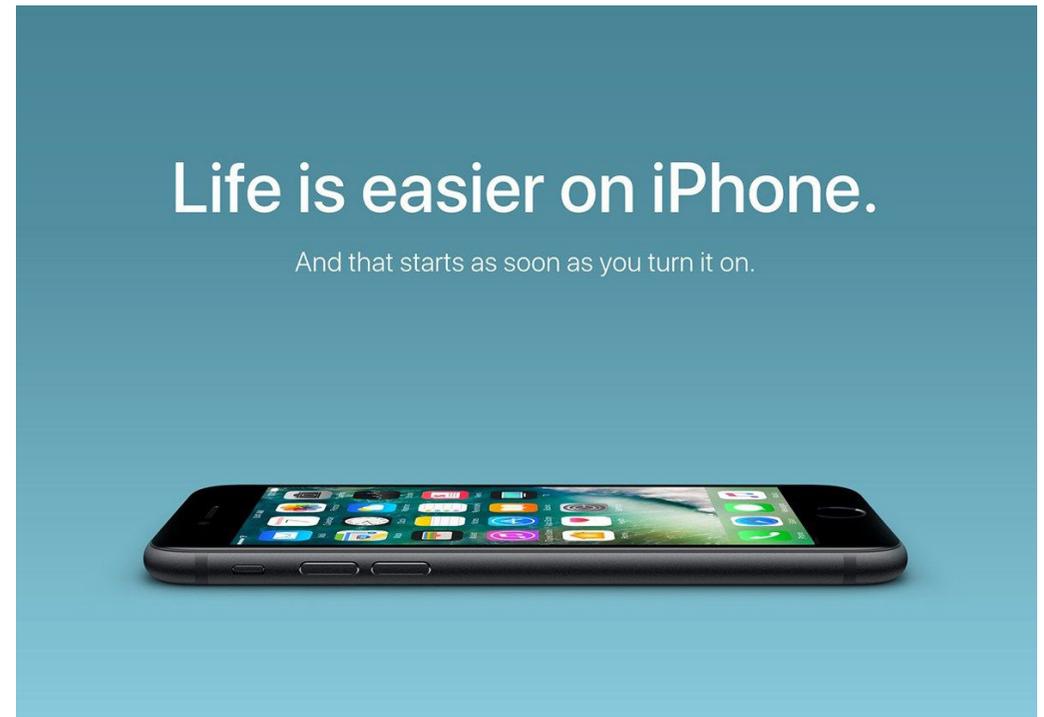
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Key concept two: **rethinking the digital revolution**

14.3 Discuss it: what is the real impact of the so called 'digital revolution'?

- Do you think that modern audiences fluently engage in participatory culture?
- Is participatory culture more likely to be used by a limited number of social groups? Think here in terms of age, gender and class.
- Which groups are likely to be excluded from the benefits of participatory culture?
- Are audiences still passive consumers?

Your thoughts:



Above: Apple iPhone advert (2017) and a still from Spielberg's cyber-dystopian hit *Ready Player One* - two radically different views of technology. Which version do you think is most accurate?

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