

Curran & Seaton: worksheet

12.1 Think about it: the effects of commercial imperatives on set texts

Your analysis

Activity 1: advertising effects

How does advertising effect the content of set texts?

Activity 2: audience size effects.

Group your set texts by institution type (commercial and non-commercial)

What do the products of each group have in common? What separates the two groups?

Activity 3: scheduling effects

How do broadcast times affect content?

Activity 4: think about time shifting effects

What effect does pod casting (time shifting) or on-demand distribution have on set text content?