

# Curran & Seaton: worksheet

Key concept three: **diverse media ownership**

1. What sorts of benefits did 'free market' advocates suggest could be achieved if the media industry was deregulated?

2. What happened to commercial media output as a result of the 'free market' approach to media?

3. For what reasons do Curran and Seaton suggest the expansion of commercial media since the 1990s hasn't produced diverse content?



Above: two format driven brands produced by Channel 4. Curran and Seaton argue that commercial media producers rely on the use of formulaic content to ensure commercial success

## Media Theory for A Level

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4. Curran and Seaton argue that public service broadcasting provides much needed content diversity. Give explanations for the following three public benefits that the BBC provides according to Jean Seaton.

Benefit	Definition
Raised standards of programming	
Minority audiences and interests	
Brings audiences together	