

Jenkins: worksheet

Key concept two: audience/producer convergence

1. Jenkins suggests that the digital revolution has prompted an explosion in fan activity. He suggests that the digital revolution has also impacted on fan oriented activities in the following three ways.

Use the Media Theory book to give detailed explanations:

Media Theory for A Level

Learn it:
chapter 18
page 201-5

2. What does Jenkins mean by the term 'consumer activism'?

3. Why do media producers encourage or nourish fan activity?

learn it:
page 202

4. Jenkins suggests that the digital revolution has enabled audience/producer convergence. What does he mean by this?

learn it:
page 201

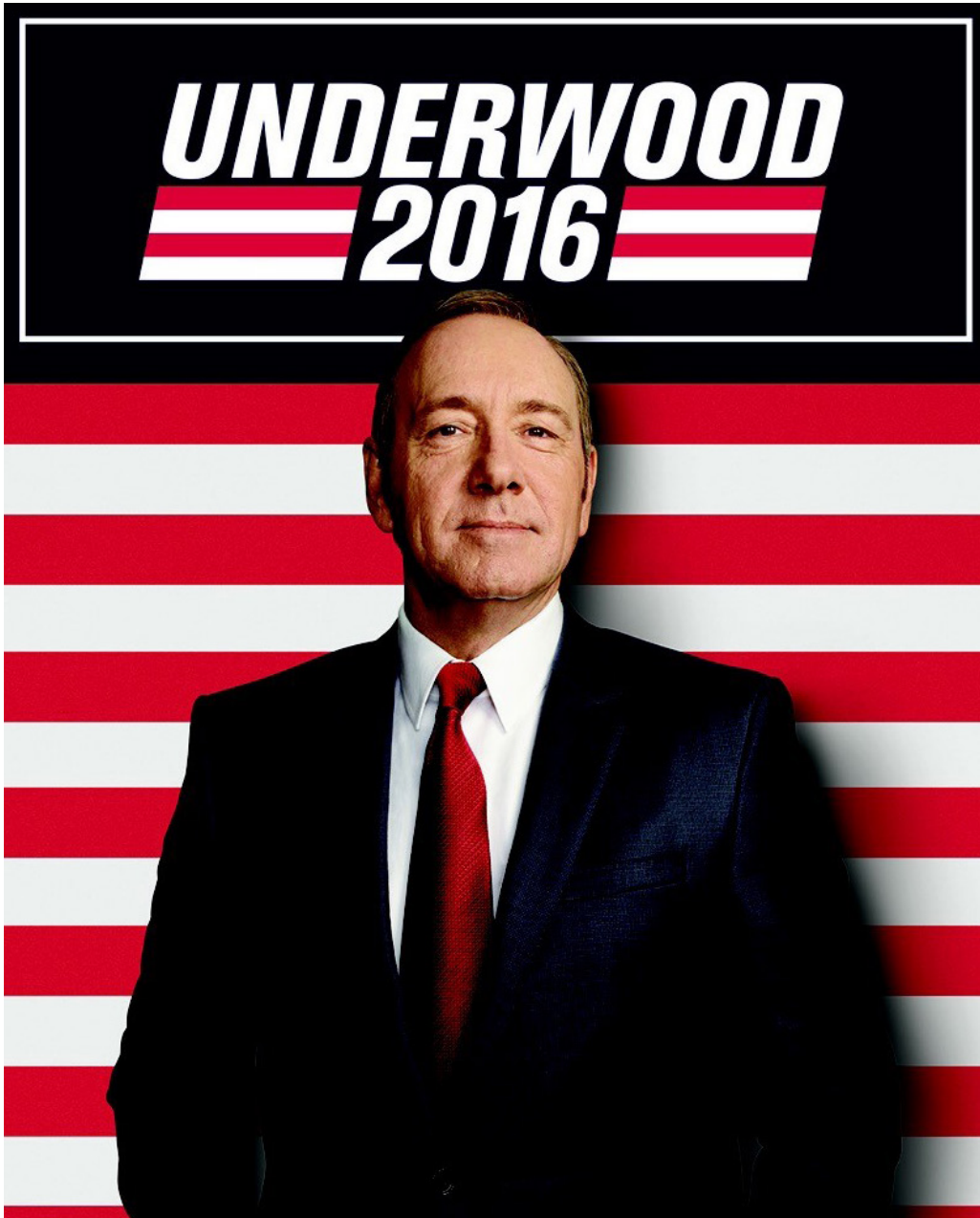
Impact	Notes and explanation of effects
Digital media provides new tools for fan activity	
Digital media enables more fandoms	
Digital media enables real time fan engagement	



Above: Dwayne Johnson with his fan club. Jenkins tells us that digital technology has enabled audience/producer convergence - a closer two-way relationship that more easily connects makers with their audiences.

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Key concept two: **audience/producer convergence**



Above: House of Cards encouraged fan based activity through transmedia storytelling - constructing a fake election campaign for the fictitious Frank Underwood during the 2016 US elections.

Media Theory for A Level

5. The following list provides some concrete examples of how media makers encourage fan power through the use social media. Give definitions to help you understand the effect and purpose of each technique.

Factor	Explanation, effect and purpose
Transmedia storytelling	
Promo previews	
Hashtag campaigns	
Maker interactions	
Fan reposts	
Poaching invites	
Loyalty rewards	
Crossovers	

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